



MEDIA CONTACT

Laura McPhail
Director of Marketing and Communications
Huntsville Botanical Garden
lmcp@mail@hsvbg.org
256-830-4447, ext. 226

FOR IMMEDIATE RELEASE

Huntsville Botanical Garden celebrates National Public Gardens Day with free admission and new look

HUNTSVILLE, Ala. (May 1, 2024) – On Friday, May 10, 2024, Huntsville Botanical Garden (HBG) invites all garden lovers, plant aficionados, nature enthusiasts, and curious visitors to enjoy free Garden admission in celebration of National Public Gardens Day.

National Public Gardens Day, occurring annually on the Friday before Mother's Day, is a day to promote awareness of botanic gardens, arboreta, zoos, historic gardens, or any of North America's public gardens.

After more than a year of strategic research, community input, and careful planning, HBG is also taking that day to celebrate the launch of its new brand.

"Huntsville Botanical Garden is so much more than a collection of interesting and beautiful plants," said HBG CEO Susan Wagner. "The Garden is a place where no experience is like the last. It is a place for education, relaxation, conservation, and celebration; a place to connect with yourself, each other, and the natural world."

Wagner emphasized that the brand visitors will interact with is more than just a logo or a color palette.

"We've worked hard to create a brand that embodies a sense of welcome, inclusion, and discovery that leaves people feeling energized, refreshed and connected," Wagner said. "We couldn't think of a more perfect time than National Public Gardens Day to turn over this new leaf and share with the community everything the Garden has to offer."

With a new logo, revamped website, longer hours, and a myriad of education, volunteer, and special event opportunities, HBG is creating new and meaningful connections. For more information, visit hsvbg.org.

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About Huntsville Botanical Garden

Huntsville Botanical Garden is a 501(c)(3) nonprofit organization that exists to connect people to

plants in order to support a healthier quality of life for the region. Open year-round, the Garden contains diverse ecosystems to explore within its 118 acres. From grassy meadows to woodland paths, aquatic habitats to stunning floral collections, the Garden invites guests of all ages to discover the beauty and wonder of the natural environment. For more information, visit hsvbg.org.