



****MEDIA ADVISORY/PHOTO OPPORTUNITY****

FOR IMMEDIATE RELEASE

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**LET KDRX VIEWERS KNOW THEY CAN SHOW THE WORLD
THEY "DIG" THE GARDEN!**

*Public Invited to Give Garden **GREEN** Thumbs Up and Help Set New World Record*

IF YOU DIG THE GARDEN - GIVE IT GREEN THUMBS UP!

Because Governor Napolitano has proclaimed May 3 as "Green Thumbs Up Day," the Desert Botanical Garden is inviting Valley residents and visitors to join in a Guinness World Record attempt to assemble the largest gathering of people giving their green thumbs up. Green Thumbs Up Day is part of *Dig It*, a public celebration of the Garden's endowment campaign – *Tending the Garden, Campaign to Endow the Future*. The goal is to gather as many as 500 people together, including Garden staff, volunteers, supporters, local elected officials, and the general public.

In addition to providing a chance to be part of history, Green Thumbs Up Day will give the community a fun way to show its support for the Garden. **Event participants can enjoy free admission to the Garden before 9 a.m., get their thumbs painted green, receive a free commemorative T-shirt (first 300 people), and help set a world record.**

WHEN/WHERE

7-9 a.m., Thursday, May 3 (registration begins at 7 a.m.; photo for Guinness World Record attempt set for 7:30 a.m.)

Desert Botanical Garden, **Boppart Courtyard**
1201 N. Galvin Parkway, Phoenix, AZ

PHOTO OPPORTUNITIES

- Crowd gathering for Guinness World Record attempt
- Unveiling of the "cactometer" (cack-tom-a-ter) to track the progress of the campaign
- Displays and renderings to showcase new exhibits, such as the soon-to-be-built Cactus and Succulent Galleries
- Myriad images of the Garden's world-renowned plant collection that includes rare, threatened and endangered species spread across 50-plus acres

TENDING THE GARDEN

Begun in 2006, *Tending the Garden* is a \$16 million fund drive to secure the future of this unique institution. The campaign lays out a compelling series of programmatic initiatives over the next several years to fulfill the Garden's potential as a destination display garden, as an educator of children and adults, and as the top-ranked research center in its category.

INFORMATION

- For information about participating in Green Thumbs Up Day, please contact the Desert Botanical Garden at 480-941-1225.
- For information about contributing to the *Tending the Garden* campaign, please contact Beverly Duzik at 480-481-8115.

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