



BIRMINGHAM BOTANICAL GARDENS

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Birmingham Botanical Gardens Wins Platinum, Gold Hermes Creative Awards

BIRMINGHAM, AL – For the second consecutive year, Birmingham Botanical Gardens has won a Platinum Hermes Creative Award for *The Garden Dirt*; The Gardens also took home a Gold Award in the E-newsletter category. Last year The Gardens won a Platinum Award for the Brand Management Standards & Policies publication and two gold awards for *The Garden Dirt* newsletter and its website, www.bbgardens.org.

Hermes Creative Awards is an international awards competition for creative professionals involved in the concept, writing and design of traditional and emerging media; winners are chosen from more than 4,000 entries each year. Platinum awards winners are recognized for their excellence in quality, creativity and resourcefulness and are presented to those entries judged to be among the most outstanding in the competition. Gold awards are presented to those entries that exceed the high standards of the industry norm.

The awards add to a growing list of honors won by Birmingham Botanical Gardens. The Gardens also won the prized John Walker Community Service Award for its Horticultural Therapy program in 2009. Birmingham Botanical Gardens was the only botanical garden or arboretum to win a Platinum Hermes Creative Award; The University of Alabama was the only other Alabama institution to win a platinum award in 2010. For more information contact Andrew Krebs, Director of Marketing & Membership, at 205.414.3959 or akrebs@bbgardens.org.

About Birmingham Botanical Gardens

Birmingham Botanical Gardens is Alabama's largest living museum with more than 10,000 different plants in its living collections. The Gardens' 67.5 acres contains more than 25 unique gardens, 30+ works of original outdoor sculpture and miles of serene paths. The Gardens features the largest public horticulture library in the U.S., conservatories, a wildflower garden, two rose gardens, the Southern Living garden, and Japanese Gardens with a traditionally crafted tea house. Education programs run year round and more than 10,000 school children enjoy free science-curriculum based field trips annually. The Gardens is open daily, offering free admission to more than 350,000 yearly visitors.