



BIRMINGHAM BOTANICAL GARDENS

FOR IMMEDIATE RELEASE

Date: March 9, 2009

Contact:

Michael Hansen
205.414.3960

mhansen@bbgardens.org

Andrew Krebbs
205.414.3959

akrebbs@bbgardens.org

Birmingham Botanical Gardens Wins Platinum Hermes Creative Award

BIRMINGHAM, AL– Birmingham Botanical Gardens has won a Platinum Hermes Creative Award and two Gold Awards from the Association of Marketing & Communication Professionals. The award winners, which were announced last week, were selected from more than 4,000 entries from across the globe.

The Brand Management Standards & Policies publication for Birmingham Botanical Gardens was awarded a Platinum Hermes Creative Award. 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. Only two Alabama institutions received a platinum award in Alabama: Birmingham Botanical Gardens and NASA's Marshall Space Flight Center.

The Gardens also won a Gold award for The Garden Dirt newsletter and for its Web site, www.bbgardens.org. Gold awards are presented to those entries that exceed the high standards of the industry norm. When asked about the significance of these honors, Andrew Krebbs, Director of Marketing, said, "These awards substantiate the direction and vitality of our marketing program. I am energized to be a part of it and to work for Birmingham's most beautiful attraction." The awards include 142 categories across seven different communications media

About Association of Marketing and Communication Professionals

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (www.amcpros.com). The international organization consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals. AMCP oversees awards and recognition programs, provides judges and rewards outstanding achievement and service to the profession.

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 11,000 school children enjoy free science-curriculum based field trips annually. The Gardens is open daily, offering free admission to more than 325,000 yearly visitors.