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Birmingham Botanical Gardens Unveils Redesigned Website Emphasis on Better Features, Expanded Content

BIRMINGHAM, AL— In an effort to continue its strategic branding initiative, Birmingham Botanical Gardens has launched a redesigned website.

The freshly designed site (www.bbgardens.org) provides expanded information about The Gardens' permanent collections, special events, and educational programs, as well as membership/volunteer information in an easily accessible format.

The main goals of this new and improved website are to be user-friendly for all audiences, to allow visitors to be just a few clicks away from the information they are seeking and to be an effective communication tool for The Gardens.

The new website is more dynamic and enhancements will be added over time to continue to improve the user's experience.

Please feel free to email any feedback to Director of Marketing & Membership, Andrew Krebbs, at akrebbs@bbgardens.org.

About Birmingham Botanical Gardens

Birmingham Botanical Gardens is Alabama's largest living museum with over 10,000 different plants in its living collections. The Gardens' 67.5 acres contains over 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 a Japanese garden with a traditionally crafted tea house. Education programs run year round and over 11,000 school children enjoy free science-curriculum based field trips annually. The Gardens is open daily, offering free admission to over 325,000 yearly visitors.