



PRESS RELEASE FOR IMMEDIATE RELEASE

CONTACT: Angie Chandler, Director of External Affairs
The North Carolina Arboretum
achandler@ncarboretum.org
828-665-2492 (x217)

The NC Arboretum Unveils a Green Wedding Program

ASHEVILLE, NC – The North Carolina Arboretum has launched a green wedding program that will add an additional component to the organization’s successful facility rental program.

“The new program expands our ability to meet our mission of cultivating connections between people and plants,” said Arboretum Executive Director George Briggs. “Weddings are intimate occasions celebrated with family and friends, and we are honored to be able to extend our public service reach to the local community and beyond and offer a green component as part of these activities.”

The Arboretum’s natural setting provides a scenic – and sustainable – stage for these important celebrations. As part of its educational mission, the green wedding program will allow the Arboretum to educate the public about the importance of being a good steward of the natural environment within the context of the wedding event.

Arboretum property and facilities offer excellent lessons in sustainability through green buildings, gorgeous landscapes, natural products, water conservation and recycling. Information about these components will be incorporated into the green wedding program. In addition, couples will follow guidelines for using organically grown and natural products as part of their wedding activity and pledge to a reduction in consumable products during their celebration.

The Arboretum’s green wedding program will support the Asheville area as a wedding destination and help foster growth in this economic sector. Focusing on the green wedding niche allows the Arboretum to be part of this activity while meeting its mission of education, conservation, economic development and stewardship.

The 434-acre North Carolina Arboretum is nestled in the Southern Appalachian region – one of the most botanically diverse areas in the world. In addition to its economic development and educational initiatives, the Arboretum serves as a public asset and recreational resource to the State of North Carolina offering 65 acres of landscape exhibits, 10 miles of forested hiking and biking trails, Segway™ tours, innovative outdoor and indoor exhibits, and one of the finest, most unique bonsai collections in the United States.

For more information about the Arboretum’s new wedding program, including fees, timeframes and restrictions, visit www.ncarboretum.org or call 828-665-2492.

The mission of The North Carolina Arboretum is to cultivate connections between people and plants.

The North Carolina Arboretum is located next to the Blue Ridge Parkway entrance at Milepost 393. From I-26, take Exit 33 and follow Blue Ridge Parkway signs for two miles to the entrance ramp. Arboretum grounds are open 7 days a week. Property hours are 8 a.m. to 7 p.m., November-March and 8 a.m. to 9 p.m., April-October. The Baker Exhibit Center, Education Center and Bonsai Exhibition Garden are open Monday through Saturday from 9 a.m. to 5 p.m. and on Sundays from noon to 5 p.m. Parking Fees: \$6 per personal motor vehicle, \$25 commercial vans and \$45 tour buses. No parking fee applies for NC Arboretum Society members. All day Tuesday, parking is free for all visitors. For information call 828-665-2492 or visit www.ncarboretum.org

###