

FOR IMMEDIATE RELEASE

Contact:

Whitney Smith, Marketing & PR Manager
The North Carolina Arboretum
wsmith@ncarboretum.org, 828-665-2492 x. 204

Mike Mims, Festival Chair
Western North Carolina Orchid Society
michaelmims@gmail.com 828-329-2126



**The Western North Carolina Orchid Society to Present the 21st Annual
Asheville Orchid Festival ‘An Orchid Expedition’ April 6 – 7, 2019**

Hundreds of Orchids will be on Display; Thousands of Visitors Expected to Attend

ASHEVILLE, N.C. (February 18, 2019) – The Western North Carolina Orchid Society (WNCOS) and The North Carolina Arboretum will once again jointly host one of Western North Carolina’s greatest annual plant festivals, the 21st annual Asheville Orchid Festival. As one of the premier orchid events in the Southeast, this exposition is a sanctioned judging event recognized by the American Orchid Society.

The 2019 Asheville Orchid Festival is scheduled for Saturday, April 6, and Sunday, April 7, from 9 a.m. to 5 p.m. each day at The North Carolina Arboretum’s Education Center. World-class orchid growers and breeders along with regional orchid societies will exhibit hundreds of orchids in carefully crafted displays during the two-day event. Attendees will discover rare orchid species, cutting-edge hybrids and something for all orchid lovers. In addition to the Orchid Expo, visitors can purchase their own orchid plants and supplies from vendors from across the United States and Ecuador.

Throughout the weekend, WNCOS will host various orchid programs and educational lectures, including a bilingual Spanish/English presentation from Dayaneth Loja Portilla of Ecuagenera Orchids of Ecuador and a native orchid program from local naturalist and Arboretum educator Scott Dean. Members of WNCOS will also be on-site to answer questions for both novice and expert orchid lovers.

“The Asheville Orchid Festival is the product of 21 years of synergy, passion and experience from some of the best growers and well respected orchid experts in the country,” said Mike Mims, festival chair and president of WNCOS. “We are very excited to have 10 incredible orchid vendors from across the U.S., as well as from Ecuador, coupled with many of our sister orchid societies from across the Carolinas exhibiting this year.”

Admission into the Asheville Orchid Festival is \$5 per person, and children 12 and under are free. Standard parking fees apply for non-members of The North Carolina Arboretum. All admission proceeds will benefit WNCOS, a registered 501(c)(3) non-profit organization, and will help expand the orchid society’s mission of “sharing the excitement and joy of cultivating orchids and promoting orchid conservation.”

“We are thankful for our continued partnership with the Arboretum to be able to host this popular event,” continued Mims. “If you are in Asheville in April, this is a festival not to be missed.”

For more information about the Asheville Orchid Festival, please visit ncarboretum.org or wncos.org.

###

The North Carolina Arboretum is located off the Blue Ridge Parkway at Milepost 393. From I-26, take Exit 33 and follow Blue Ridge Parkway signs for two miles to the entrance ramp. Please visit www.ncarboretum.org for parking fees and hours of operation.

About the Western North Carolina Orchid Society

The WNCOS, a registered 501(c)(3) not-for-profit organization, formed in 1962 and is an affiliate of the American Orchid Society. Our mission is to share the excitement and joy of cultivating orchids, and to promote orchid conservation. The Asheville Orchid Festival is the highlight of our annual calendar and we invite everyone to join us in the celebration of orchids. WNCOS generally meets on the second Sunday of each month at the Asheville Visitors Center, located at 36 Montford Ave. Asheville, N.C. 28801. All orchid lovers are welcome to attend meetings, which usually begin at 2 p.m. and are free and open to the public. No experience is necessary, just an appreciation for orchids and a desire to learn more about them. For more information, please visit www.wncos.org.

About The North Carolina Arboretum

Each year more than 500,000 visitors experience the Arboretum's gardens, trails, exhibits and plant shows, educational programs, demonstrations and lectures. The Arboretum's ability to meet its mission and enrich the visitor experience is made possible by a community of supporting resources – from members, volunteers and staff to state and local funds, tribute gifts, grants and community partners.

The central mission of The North Carolina Arboretum, an affiliate institution of the 17-campus University of North Carolina System, is to cultivate connections among people, plants and places. A standard \$14 per vehicle parking fee is required for non-members. Special events and after-hours activities may require additional fees. For more information, please call (828) 665-2492 or visit www.ncarboretum.org.

About the American Orchid Society

The American Orchid Society's mission is to promote and support the passion for orchids through education, conservation, and research, but the AOS is more than just a flower club. Throughout its history, the AOS, in keeping with its vision and mission, has strived to bring our members timely and state-of-the-art orchid information, support basic and applied research in orchids, and monitor and support conservation effort here in North America and throughout the World. For more information, please visit www.aos.org.

The North Carolina Arboretum is located off the Blue Ridge Parkway at Milepost 393. From I-26, take Exit 33 and follow Blue Ridge Parkway signs for two miles to the entrance ramp. Please visit www.ncarboretum.org for parking fees and hours of operation.