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GOVERNOR NAPOLITANO PROCLAIMS MAY 3 “GREEN THUMBS UP DAY”

Public Invited to World Record Attempt Celebrating Desert Botanical Garden Campaign Launch

PHOENIX (April 26, 2007) – What’s covered in green and will be pointed toward the sky on May 3? Hundreds of green thumbs will be raised upward in celebration of the inaugural “Green Thumbs Up Day.” The collective group of Desert Botanical Garden visitors, staff and volunteers will attempt to achieve the world’s largest gathering of people giving the Garden a “green thumbs up.” The attempt marks the celebration of *Dig It* – the Garden’s public launch of its \$16 million fund drive, *Tending the Garden: Campaign to Endow the Future*.

“The Garden is both a vital resource and a cultural landmark,” said Desert Botanical Garden Executive Director, Ken Schutz. “We are really excited to welcome Valley residents and visitors on May 3, ready to roll up their sleeves, paint their thumbs green and celebrate with us as we embark on a vibrant future.”

Dig It marks the public launch of the overarching *Tending the Garden* endowment campaign, which has outlined four key areas of expansion and enhancement including the construction of new exhibits featuring irreplaceable collections; the implementation of educational programs structured to heighten awareness of the need for conservation; the pioneering of new research projects that will be widely disseminated to foster a better understanding of plants and their environments; and the stewarding of an endowment plan designed to ensure the Garden always remains innovative and inviting for future generations to enjoy.

“Green Thumbs Up Day” activities will commence at the Garden at 7 a.m. on May 3, kicking off with an aerial photo capturing the Guinness World Record attempt. Those who arrive between 7 and 9 a.m. will receive FREE admission to the Garden and complementary Starbucks hot and iced coffee. Plus, the first 300 to arrive will receive a FREE event T-shirt.

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A “Phoenix Point of Pride,” the Desert Botanical Garden is one of only a few botanical gardens accredited by the American Association of Museums. It is a privately funded, non-profit organization and depends on revenues from admissions and gift shop sales, as well as contributions from individuals and businesses to fund its programs of environmental education, plant conservation and research. The Garden is located at 1201 N. Galvin Parkway, Phoenix. For more information about the Garden, its mission and current initiatives, please visit www.dbg.org or call 480-941-1225.