



## MEDIA RELEASE

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### **Volunteers Plant Vibrant Visual Corridors in Downtown Burlington**

BURLINGTON, NC— A warm, sunny day provided the perfect backdrop as 36 skilled gardeners descended on downtown Burlington at 9am on Monday, May 11<sup>th</sup>. These gardeners, from the Wayside Garden Club, Alamance County Cooperative Extension Master Gardeners, New Leaf Society, and Burlington Downtown Corporation’s Executive Board, volunteered their time and talents to replant 103 flower pots dotting the sidewalks of Downtown Burlington.

The Burlington Downtown Corporation (BDC) Executive Board’s Design Committee decided in June of 2014 that the 103 planters dotting downtown could be used differently to create a bigger impact throughout the downtown district. Jan Davis, president of the BDC and Design Committee Chairwoman, said that she and the Design Committee “had been hearing comments that the planters were not as colorful and inviting as they needed to be.”

The BDC Design Committee set out to retool the location of the planters and to revive them with colorful and interesting flowering plants. The locations of the 103 planters, of four different sizes, were examined by the City of Burlington and the BDC’s Design Committee. The pots were then relocated to maximize the aesthetic appeal of downtown buildings and to create impactful visual corridors throughout downtown Burlington.

The City of Burlington’s Cemetery and Ground Division helped to select colorful flowering plants to revitalize and add texture and visual interest to the flower pots. These plants were purchased from a local business, Smith Plant and Nursery, by the New Leaf Society, a non-profit organization focused on beautification and community partnerships. The plants were then donated to the City of Burlington, which has committed to maintaining the plants.

“We are so excited to see downtown blooming in more ways than one,” said Burlington Mayor Ronnie K. Wall. “Success comes through partnerships, and this project has been an enormous success because of the collaboration of organizations like the Burlington Downtown Corporation, New Leaf Society, the City of Burlington, and the gardeners who volunteered to make this project a reality.”

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Our Mission:

“The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees.”

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