

FOR IMMEDIATE RELEASE:

October 25, 2012

Contact: Beverly Gianna
The Secret Gardens Tour®
(504) 621-6828 / bgianna@cox.net

MEDIA ADVISORY

2013 Secret Gardens Tour® Announced

The Secret Gardens Tour® will once again open the gates of private uptown gardens to the public for one day only in its 7th annual tour, benefiting brain injury recovery.

WHO: The Secret Gardens Tour® (SGT) is a nonprofit organization whose mission is to raise funds and awareness for brain injury recovery in greater New Orleans and Louisiana with an annual tour of Uptown's most picturesque private gardens.

WHAT: The 2013 Tour is a chance to take a peek at New Orleans' hidden gardens and meet the landscape professionals behind their beauty. The tour will include guided and self-guided tours of private gardens open to the public for one day only, as well as unveil the long-awaited SGT Serenity Garden, which will be open to the public year-round. As with last year, additional attractions will be planted around the Milton H. Latter Memorial Library lawn, including live music by local artists, a floral labyrinth, local food vendors, and *Secret Treasures*, an outdoor boutique with garden accessories, plants, art, and gifts for sale from vendors across the region. For the first time, The Secret Gardens Tour® will also be offering free yoga classes during the event, as its philosophies of healing the mind and body go hand-in-hand with those of SGT.

WHERE: The Milton H. Latter Memorial Library at 5120 St. Charles Avenue and in nearby, select and private gardens in Uptown New Orleans.

WHEN: Guided Tours*, Saturday, March 23, 2013: 9:00 a.m. – 12:00 p.m.
Self-Guided Tours*, Saturday, March 23, 2013: 12:00 p.m. – 4:30 p.m.
* *Group rates are available for both Tour options – see website for details*

HOW: With the purchase of tickets, tour participants receive a map that guides them through the lush gardens of Uptown New Orleans. All will be within walking distance from the Latter Library. Advanced tickets are \$60 for a guided tour and \$25 for a self-guided tour. Tickets may be purchased online at www.SecretGardensTour.org.

WHY: Brain injury, also known as the “silent epidemic,” can affect anyone, anywhere, at any time. At least 5.3 million Americans are currently living with a permanent disability from a traumatic brain injury in the United States today—with thousands more who acquire brain injuries through stroke, heart attack, or any other instance where oxygen cannot reach the brain. The recovery process can be difficult, convoluted, and expensive. Based upon the premise that nature is healing, The Secret Gardens Tour® seeks to help those recovering from a brain injury find healing and help alleviate some of the financial burden.

For questions regarding booking tours, email Julie Lazur at secretgardensNOLA@gmail.com.

###