

FOR IMMEDIATE RELEASE:

July 8, 2013

Contact: Julie Lazur
The Secret Gardens Tour®
(215) 378-7014 / SecretGardensNOLA@gmail.com

MEDIA ADVISORY

2014 Secret Gardens Tour® benefiting the Brain Injury Association of Louisiana Announced

The Secret Gardens Tour® will once again open the gates of private uptown gardens to the public for one day only in its 8th 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 2014 Tour is a chance to take a peek at New Orleans's hidden gardens and meet the landscape professionals behind their beauty. The tour will include guided and self-guided tours of 13 private gardens open to the public for one day only. Additional attractions will be planted along the tour route, including live music by local artists, food vendors, and *Secret Treasures*, an outdoor boutique with garden accessories, plants, art and gifts for sale from vendors across the region.

WHERE: Uptown New Orleans along Webster Street, and Henry Clay and St. Charles Avenues. Tour begins at 6149 St. Charles Avenue.

WHEN: Guided Tours*, Saturday, March 15, 2014: 8:30 – 11:30 a.m., every half hour
Self-Guided Tours*, Saturday, March 15, 2014: 12:00 p.m. – 5:30 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. 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.

###