



Media Advisory
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30th Annual Rare Plant Auction[®] **at Longwood Gardens on April 24, 2010**

*Proceeds Benefit Delaware Center for Horticulture's
Community Greening & Education Programs*

WILMINGTON, DE – The Delaware Center for Horticulture (DCH) will host the 30th Annual Rare Plant Auction[®] on Saturday, April 24, 2010 at Longwood Gardens in Kennett Square, PA. Since 1980, plant lovers from across the nation have attended this premier event to find rare, newly-introduced or difficult to propagate plants.

Christie's Fine Art Auctioneers will conduct a Live Auction of a select group of rare and unusual specimens. An additional 500 prize plants will be up for bid during a Silent Auction. Last year's event raised more than \$100,000 for community greening and education programs in Delaware.

The Rare Plant Auction[®] gives attendees an opportunity to meet and speak with horticultural experts. In 2010 our Celebrated Plant Expert will be **Rodney D. Robinson**, principal of Rodney Robinson Landscape Architects, in Wilmington, Delaware. Mr. Robinson recently led the restoration of the Nemours Mansion Garden to its original grandeur and French design. Additional clients have included the Capitol in Washington D. C., Longwood Gardens, Winterthur, and the Scott Arboretum of Swarthmore College.

Paul B. Redman, Director of Longwood Gardens, will serve as this year's Honorary Chair. Previously Mr. Redman was Executive Director of Franklin Park Conservatory and Botanical Garden in Columbus, Ohio and Volunteer Coordinator at National Tropical Botanical Garden in Lawai, Kauai, Hawaii.

Ticket prices begin at \$100. All reservations admit entrance to Longwood Gardens for the day and include cocktails and a gourmet buffet dinner.

(more)

For more information contact Joe Matassino, Director of Development, at (302) 658-6262, ext. 103 or jmatassino@dehort.org. For the latest event updates go to www.rareplantauction.org.

Professional quality photographs and interviews with event leaders available upon request

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The **Delaware Center for Horticulture (DCH)** cultivates greener communities by inspiring appreciation and improvement of the environment through horticulture, education and conservation. Founded in 1977, the Center's site in Wilmington, Delaware includes a 1.5 acre educational demonstration garden, a 3,000 volume lending library, lecture hall and a greenhouse. DCH supports 16 active community gardens throughout the city of Wilmington; beautifies Delaware's roadsides with native vegetation; maintains the landscaping of many urban gateways, corridors, and streetscapes; leads regional conservation projects to enhance Delaware's urban forest; and provides educational programs for children, teens, and adults. For more information, visit www.dehort.org

Longwood Gardens is one of the world's great horticultural displays, offering 1,050 acres of gardens, woodlands, and meadows, including 20 outdoor gardens and 20 indoor gardens within 4 acres of heated greenhouses. Featuring 11,000 different types of plants, spectacular fountains, stunning seasonal displays, extensive educational programs, and 800 horticultural and performing arts events each year, the Gardens are open every day, including holidays. Longwood is located on US Route 1 near Kennett Square, PA. For more information, visit www.longwoodgardens.org.