

FOR IMMEDIATE RELEASE

October 3, 2007

**CONTACT:**  
**Kimberly Richardson, Program Coordinator**  
**Cape Fear Botanical Garden**  
**(910) 483-4638**

**Cape Fear Botanical Garden Launches \$10 Million Capital Campaign**

FAYETTEVILLE—Cape Fear Botanical Garden announced today the launch of its Campaign for Natural Growth to raise \$10 million to fund a major expansion project. The center of this project will be a Visitors Pavilion Complex that will complete the final phase of the Garden's Master Plan put in place in 2000. It was also announced that \$5,178,732 has already been raised for the Campaign, funding that was donated by close friends and supporters of the Garden.

"It is wonderful to see all of the support from dear friends and the community that the Garden has already received," said Joan Allen, Co-Chair of the Executive Committee for the Campaign for Natural Growth. "The Botanical Garden is embarking on this expansion project to become a truly world-class garden and a priceless gem for all of Fayetteville and the surrounding communities."

The Campaign for Natural Growth seeks to raise \$10 million to help secure the Garden's place as one of the area's preeminent botanical garden destinations. Of the \$10 million, \$7 million will go toward construction of the Visitors Pavilion Complex, \$1 million toward outfitting the new facility, including permanent displays, and \$2 million toward administrative operations to support the Garden's new and expanded programs and initiatives.

The Visitors Pavilion Complex, designed by local architect Gordon Johnson, will encompass an estimated 28,500 square feet and will sit majestically near the entrance to the Garden. An open-air Entry Pavilion with its light-filtering cover and distinctive tower will welcome Garden visitors and provide a unique space for special exhibit features. The Auxiliary

--CONTINUED--

wing will include a children's classroom, expanded gift shop and snack bar. It will also house the headquarters of the Garden's operations, returning the 19<sup>th</sup> century farmhouse, where Garden staff is currently located, to its exclusive function as a historical exhibit.

The "shining star" of the Visitors Pavilion Complex will be the Orangery. This beautiful octagonal space will have stunning windows and a graceful design that will make it a sought-after location for conventions, receptions and other events. The Orangery will have banquet capacity seating for four-hundred and stand-up reception capacity for one-thousand.

Connecting the Entry Pavilion and Orangery will be the Grand Hall. This space, which can be open or partitioned, will be a multi-functional area that can be used as foyer space for Orangery events, meeting rooms for conferences and community groups, and as classrooms for expanded educational programs.

The Garden grounds will also undergo transformation. The exterior of the Visitors Pavilion Complex will feature a fountain, two wall gardens, and an exterior plaza. Also, an arbor will lead visitors from the entry pavilion out to the rest of the garden, and this arbor will be graced with a fountain and specialty garden.

"The campaign will allow us to do more of what we've been doing for so many years now, and do it more effectively," said Finley Bryan, Ph.D., Executive Director, Cape Fear Botanical Garden. "Currently, all of our programs are operating at capacity, our administrative offices are housed in a farmhouse meant to be used as historic attraction, and there is no indoor space for programs to operate year-round. The campaign will allow us to keep pace of the growth of our programs and the community here in Fayetteville."

It is estimated that visitation will increase to four times the current rate with the expansion. Also, the number of school-age children and adults the Garden serves in education programming is expected to double. In keeping with the Garden's mission to encourage conservation and environmental stewardship, the building will be constructed using basic LEED Certification standards, the nationally accepted benchmark for the design, construction, and operation of high performance green buildings.

"The Visitors Pavilion Complex is going to beautify the gateway to Fayetteville and become a beacon of civic pride for the community," said Harvey Wright, Co-Chair of the Executive Committee for the Campaign for Natural Growth. "As part of the rich tapestry of new

--CONTINUED--

growth and greenway development going on all around Fayetteville, this project is going to help bring our community to a new level. It is an exciting time for all involved.”

Cape Fear Botanical Garden is located on seventy-nine acres nestled between the Cape Fear River and Cross Creek just two miles from downtown Fayetteville. Founded in 1989, the Garden now boasts more than 2,000 varieties of ornamental plants and has several specialty gardens, including Camellia, Daylily and Hosta gardens. For more information visit [www.capefearbg.org](http://www.capefearbg.org).

###