

**FOR IMMEDIATE RELEASE****NEW YORK CITY WILDFLOWER WEEK TO TAKE PLACE MAY 2-9, 2009**

Largest Celebration of National Wildflower Week in the Country

New York, NY February 2, 2009. The 2nd annual New York City Wildflower Week, the largest celebration of National Wildflower Week in the country, will take place May 2-9, 2009. This event will bring together thousands of New Yorkers to experience an extraordinary range of activities celebrating the hundreds of native flowers, trees, shrubs, and grasses that call The Big Apple home. Sponsored by Con Edison, supported by Hudson River Foundation's New York City Environmental Fund and hosted by the Torrey Botanical Society, it has something for all New Yorkers to enjoy. The full schedule of events will be posted in early March at www.nycwildflowerweek.org.

To celebrate the botanical heritage of the five boroughs, NYC Wildflower Week will bring together local citizens and visitors, botanists and landscape designers, political leaders, environmental advocates, community educators and artists. Participants will meet their foliar neighbors in the city's forests and meadows; tour the Native Plant Display Garden in Union Square Park featuring plants native to New York City; learn about urban nature from a variety of speakers; and engage in discourse to shape a more sustainable local landscape. NYC Wildflower Week will also feature public artwork, gardening workshops, wildflower give-aways, children's events and more. All events will be free and open to the public.

Earning an official declaration from Mayor Michael Bloomberg, last year's inaugural event brought hundreds of New Yorkers face to face with their foliar neighbors. "As urban citizens, our culture is very disconnected from the nature that surrounds us," says botanist and NYC Wildflower Week founder, CONTACT_Con-3C15EC001 \c \s \l Marielle Anzelone. "Yet exposure to nature is critical to human wellness. Getting people outside and engaged in local plant life is so important - both for our own health and for the preservation of our shared natural heritage. We hope Wildflower Week opens people's eyes to the opportunities right here in the city."

To learn about last year's events and for more information about how to support native plants, visit NYC Wildflower Week's website www.nycwildflowerweek.org

ABOUT NYC WILDFLOWER WEEK

NYC Wildflower Week celebrates all things green and wild in the Big Apple—the hundreds of native flowers, trees, shrubs, and grasses that call New York City home. It's a week of inspired environmental learning, with dozens of free activities, walks and talks for all New Yorkers to enjoy. NYC Wildflower Week is dedicated to creating a framework to engage and connect people to their local environments and aims to inspire and empower New Yorkers to create a landscape that is sustainable, beautiful and ecologically sound. It is part of National Wildflower Week, an initiative begun by Lady Bird Johnson.

ABOUT THE FOUNDER

Marielle Anzelone is the founder of Drosera, a company that celebrates New York City's natural heritage. She works throughout the New York City metro area as a botanist, urban conservation biologist and native plant landscape designer. In addition Ms. Anzelone is committed to education and outreach through projects such as NYC Wildflower Week (founder) and Native Plant Display Garden in Union Square Park (founder and designer). Prior to her current work, she was the Plant Ecologist for NYC Department of Parks' Natural Resources Group for nearly 7 years.

CONTACT:

Brodie Crawford

646-239-6667

brodie@drosera-x.com