



**MEDIA RELEASE**

**14 April 2022**

## **Love plants? Take part in the Plant Lovers Challenge and visit your local Botanic Gardens for Botanic Gardens Month this May**

All Australians and New Zealanders are encouraged to show their love for plants throughout the month of May by taking part in the Plant Lovers Challenge, and to celebrate and appreciate their local botanic gardens by visiting them on Botanic Gardens Day, Sunday 29<sup>th</sup> May 2022.

“Botanic Gardens Day is the day when more than 100 botanic gardens, arboreta and gardens across Australia and New Zealand celebrate with their respective communities. It’s the day we shed light on the role of plants in our lives, and we invite everyone to get a group of friends and family together and pay their local gardens a visit,” said Chris Russell, President of Botanic Gardens Australia and New Zealand (BGANZ).

“There’s no doubt so many of us love our plants. From visiting our local botanic gardens and touring gardens when travelling, to planting our favourites and bringing some lively greenery into the home with indoor plants, and increasingly, they also love posting about their plants online.

“This is why this year we’ve created the Plant Lovers Challenge – encouraging everyone to get out and visit their local botanic gardens, and to share their favourite garden or plant on social media,” Chris continued.

The Plant Lovers Challenge is taking place for the entire month of May in Australia and New Zealand and is proudly sponsored by Seasol. The challenge encourages the plant-loving community to take and share a photo or video of their favourite plant on social media, using the hashtags #PlantLoversChallenge, #LoveSeasol and #BotanicGardensDay. Those using the hashtags will be eligible to win a Seasol prize pack. We have 10 packs available, which include a range of Seasol products.

Well-known Australian landscape architect and gardening television personality, and Botanic Gardens Day Ambassador, Costa Georgiadis, has thrown his support behind the Plant Lovers Challenge saying this is a chance for people to show just how much they love their plants, show off their favourite plant species, and perhaps share why they love them so much. It could even be about sharing why a plant improves your mental health and physical environment. Chris from BGANZ explains further.

“The Plant Lovers Challenge could highlight the first plant someone planted in their home, a plant that is really thriving right now, their favourite native, a plant with a sentimental history, or their latest plant purchase.

“We also really want to encourage people to visit their local botanic gardens to find their favourite plants there, and to really appreciate the beautiful and accessible gardens they have in their own communities,” Chris concluded.

Plant Lovers Challenge runs for the month of May and is open to all Australians and New Zealanders to create social content about their plants using



**MEDIA RELEASE**

**14 April 2022**

#PlantLoversChallenge, #LoveSeason and #BotanicGardensDay. Botanic Gardens Day takes place on Sunday 29<sup>th</sup> May 2022. For more information, and to see what's happening in your local gardens, visit the BGANZ website [www.bganz.org.au](http://www.bganz.org.au) and follow @BotanicGardensDay on Facebook.

***MEDIA CONTACT: For more information or images, or possible interviews with Costa Georgiadis or Eamonn Flanagan, please contact Eamonn Flanagan, CEO Botanic Gardens Australia and New Zealand, 0432 250 759 or [secretariat@bganz.org.au](mailto:secretariat@bganz.org.au)***



## **MEDIA RELEASE**

**14 April 2022**

### Promo text – short version – for media use

Love your plants? Get your greenery prepped and take part in the Plant Lovers Challenge this May. Open to all Australians and New Zealanders, and proudly sponsored by Seasol, this is your chance to show your love for your plant pals and share them online.

Do you have a favourite native plant? A new indoor addition? A plant with sentimental value? A favourite plant in your local Botanic Gardens? Take a photo or video and post using the hashtags #PlantLoversChallenge, #LoveSeasol and #BotanicGardensDay to go into the draw to win one of 10 Seasol prize packs. And don't forget to mark your calendars for Botanic Gardens Day and head to your local gardens to admire and appreciate their natural beauty on Sunday 29<sup>th</sup> May. More info at [www.bganz.org.au](http://www.bganz.org.au) and follow @BotanicGardensDay on Facebook.

### Media Backgrounder

#### **Who are BGANZ?**

Botanic Gardens Australia and New Zealand Incorporated (BGANZ) currently links more than 130 botanic gardens. It is a not-for-profit peak industry body formed to build and maintain links with relevant national and international bodies, promotes networking and building links with those who share a passion for contributing to a greener world, and enhances the state of botanic gardens for the benefit of the community. BGANZ also advocates for plant conservation, fostering of plant species and social and cultural heritage programs. More at [www.bganz.org.au](http://www.bganz.org.au)

#### **Botanic Gardens Day**

29<sup>th</sup> May 2022 – this is the annual day for celebration, to shed light on the role of plants in our lives and the important work botanic gardens undertake every day to conserve them for future generations. For more information visit @BotanicGardensDay on Facebook.

#### **Sponsored by Seasol**

Seasol are a proud sponsor of the Plant Lovers Challenge and is offering prize packs for those who share images and/or video online using #PlantLoversChallenge, #LoveSeasol and #BotanicGardensDay in the month of May. Seasol manufactures and markets organic liquid seaweed and environmentally friendly fertilisers in the retail, commercial and export sector. Starting out as a small Tasmanian based seaweed company in the 1980s, today Seasol is the number one liquid fertiliser product on the Australian market. It is 100% Australian made and owned and organically certified. More at [www.seasol.com.au](http://www.seasol.com.au)