

P R E S S R E L E A S E

Southern Botanical sponsors Arboretum, installs gardens on PLANET's Day of Service

April 22, 2013, Dallas, Tx--

Dallas-based Southern Botanical, Inc. has recently committed to being a new Corporate Sponsor for the Dallas Arboretum, and had the opportunity to put that commitment to work during Monday's Day of Service event. The Day of Service is organized by PLANET, a national trade association representing more than 100,000 landscape industry professionals, who create and maintain healthy, green living spaces for communities across America.

"The Dallas Arboretum is one of the city's most precious assets, and Southern Botanical is thrilled be able to provide them with our time and expertise," said Jason Craven, President and CEO of Southern Botanical.

For the event, Southern Botanical donated a full day of labor with two complete crews and four managers. Starting at 7:30 am, the teams prepared beds, planted shrubs and spring color, mowed grass, repaired and adjusted irrigation systems and installed new water access points. They finished up after 3:30 pm having completely transformed areas of the Arboretum and having helped the facility make significant progress on their ongoing seasonal changes.

The first PLANET Day of Service was held on Earth Day 2009. The purpose of the annual event is to give professionals in the landscape industry an opportunity to plan, organize, and carry-out volunteer service projects that benefit their own communities. Hundreds of volunteer landscape projects take place each year at schools, community parks, military memorials, libraries, and museums across the country. Healthy and beautiful green spaces are a vital part of our communities. The event underscores the importance of taking care of these important resources.

Southern Botanical, Inc. is the DFW benchmark for landscaping and garden management. A turnkey vendor for complete indoor and outdoor horticultural services, Southern Botanical has one objective - total commitment to meeting clients' individual needs. They hire licensed and certified professionals to lead their teams, and employees attend a weekly continuing education program focusing on efficiency, quality control, communication and professionalism. Their clientele includes many high-end residences, exclusive hotels, HOA's and commercial properties. Southern Botanical has been included on the prestigious Dallas 100 list from SMU's Cox School of Business and actively supports community schools and charitable causes.

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