

Dear Garden Owner,

We encourage you to send a media release to your local newspaper, radio station, and/or TV station regarding your new status as a NZGT quality assessed garden. This will help you to build the profile of your business and raise awareness of your garden.

Below is a template designed to help you format your release, which you can type onto your own letterhead and edit as you see fit.

Media Release

Today's Date

***Your Gardens Name* gains NZGT *assessment standard achieved* status**

Your Gardens Name has been recognized as one of New Zealand's leading gardens by being assessed as a *assessment standard achieved* by the New Zealand Gardens Trust (NZGT) – the Royal New Zealand Institute of Horticulture's official garden quality assessment body.

Your Gardens Name have earned their status as part of the NZGT mission to provide an independent and credible assessment of this country's gardens, promote excellence in the New Zealand Garden sector and to present gardens as a product to the tourism market.

To gain their NZGT evaluation, *your Gardens Name* underwent an onsite assessment by two professional assessors using criteria based on the following areas – hard landscape and design, plant material and use, maintenance, safety and overall impression.

Owner (Manager) *your name* says the NZGT recognition is important for setting quality standards for New Zealand gardens.

"It's an assessment process that evaluates all the aspects that go into making a garden a great place for people to visit. Not only is the garden judged on presentation and its "X factor", but amenity factors are also considered, like are there adequate toilet facilities and parking, are the paths well maintained and safe, etc. We are proud to be acknowledged as amongst the best of New Zealand's gardens.

It's of great value to us to be part of the NZGT and to be on their website www.gardens.org.nz as it is linked to Tourism New Zealand's website and thus one of the first places visitors look when they are deciding where to go in New Zealand."

As a *assessment standard achieved*, *your Gardens Name* is also eligible to apply for Qualmark status. Qualmark is New Zealand Tourism's official mark of quality.

Ends

For further information please contact

Your name

Your phone number

Your website (or link to web page on NZGT site)