



Date: May 1, 2009

MISSOURI BOTANICAL GARDEN LEADS THE WAY TO A 'GREENER' LIFE!
*"EarthWays: Living the Green Life" Exhibit Debuts May 1;
Pledge to "Grow Green with the Garden in 2009"*

(ST. LOUIS): The Missouri Botanical Garden has been "green" for 150 years, offering acre upon acre of natural beauty for public enjoyment since 1859. This year, in honor of the Garden's sesquicentennial, the institution is going "green" on a whole new level, inviting visitors to join the Garden as proud stewards of Earth through two new offerings. Explore the wonders of the natural world and learn ways to protect its future with the **"EarthWays: Living the Green Life"** interactive exhibit, on display from May through October. Inspired into action? Commit to taking one or more steps towards a greener lifestyle with the **"Grow Green with the Garden in 2009"** online pledge program at www.mobot.org/growgreen. The Garden will track the program's universal progress to illustrate how every little step adds up to a big difference for our planet.

EarthWays: Living the Green Life

"EarthWays: Living the Green Life," created and sponsored by Maritz, explores technology and ideas for sustainable living through an interactive exhibit for all ages. Rising from a model Earth, an abstract, towering "Tree of Life" welcomes visitors inside the Brookings Interpretive Center as the exhibition's literal and symbolic center. Together with friends Sun, Water, Air and Dirt, the five serve as cheerful, animated character guides to the exhibit. Through video monitors, each tells the story of their importance to the planet, the special connections they share with one another, and the power of plants. Icons on the model globe showcase the many countries where the Missouri Botanical Garden conducts plant science research.

(over)

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On either side of the streambed, green screen technology, a stationary bicycle and mounted video monitors transport visitors to a variety of eco-settings. On the left screen, enjoy a virtual “bike ride” through the Garden grounds. On the right screen, rotating still images place visitors in the middle of a nature trail, inside the Garden, up close with a solar panel, and next to a giant wind turbine. Between the two, a 16-by-nine-foot video screen illustrates dozens of simple green tips for all aspects of daily life.

Stop by the lighting display to test your “pedal power” strength on the AmerenUE Energy Bikes. Hop on the adult or child-sized bicycle (or use accessible, mounted hand pedals) to compare the different amounts of energy needed to illuminate a standard incandescent light bulb versus an energy-efficient compact fluorescent bulb.

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(over)

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The Missouri Botanical Garden is the oldest continually operating botanical garden in the nation, celebrating its 150th anniversary in 2009. Emerson is the presenting sponsor of the year-long sesquicentennial celebration, *Missouri Botanical Garden: Green for 150 Years*.

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Date: May 1, 2009

MISSOURI BOTANICAL GARDEN LEADS THE WAY TO A 'GREENER' LIFE!
*“EarthWays: Living the Green Life” Exhibit Debuts May 1;
Pledge to “Grow Green with the Garden in 2009”*

(ST. LOUIS): The Missouri Botanical Garden has been “green” for 150 years, offering acre upon acre of natural beauty for public enjoyment since 1859. This year, in honor of the Garden’s sesquicentennial, the institution is going “green” on a whole new level, inviting visitors to join the Garden as proud stewards of Earth through two new offerings. Explore the wonders of the natural world and learn ways to protect its future with the **“EarthWays: Living the Green Life”** interactive exhibit, on display from May through October. Inspired into action? Commit to taking one or more steps towards a greener lifestyle with the **“Grow Green with the Garden in 2009”** online pledge program at www.mobot.org/growgreen. The Garden will track the program’s universal progress to illustrate how every little step adds up to a big difference for our planet.

EarthWays: Living the Green Life

“EarthWays: Living the Green Life,” created and sponsored by Maritz, explores technology and ideas for sustainable living through an interactive exhibit for all ages. Rising from a model Earth, an abstract, towering “Tree of Life” welcomes visitors inside the Brookings Interpretive Center as the exhibition’s literal and symbolic center. Together with friends Sun, Water, Air and Dirt, the five serve as cheerful, animated character guides to the exhibit. Through video monitors, each tells the story of their importance to the planet, the special connections they share with one another, and the power of plants. Icons on the model globe showcase the many countries where the Missouri Botanical Garden conducts plant science research.

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ADD ONE: Green Life

Branching out from the Tree of Life, a large interactive backdrop brings the outdoors inside. Between a border of reclaimed cedar timbers, water trickles over rocks into a dry streambed, accented by hundreds of fresh, living plants. The pond-less waterfall is both aesthetic and practical, showcasing a working demonstration of a 100-gallon rainwater harvest system. Capturing rainwater and recycling it for use in the garden is an eco-friendly alternative that can help reduce bills from city storm sewers. Re-used water is also nutrient-rich and free of added chemicals.

On either side of the streambed, green screen technology, a stationary bicycle and mounted video monitors transport visitors to a variety of eco-settings. On the left screen, enjoy a virtual “bike ride” through the Garden grounds. On the right screen, rotating still images place visitors in the middle of a nature trail, inside the Garden, up close with a solar panel, and next to a giant wind turbine. Between the two, a 16-by-nine-foot video screen illustrates dozens of simple green tips for all aspects of daily life.

Stop by the lighting display to test your “pedal power” strength on the AmerenUE Energy Bikes. Hop on the adult or child-sized bicycle (or use accessible, mounted hand pedals) to compare the different amounts of energy needed to illuminate a standard incandescent light bulb versus an energy-efficient compact fluorescent bulb.

Throughout the exhibition hall, explore displays showcasing environmentally-friendly products and systems for home use. Walk through a full-scale kitchen incorporating efficient ENERGY STAR qualified appliances, cabinets certified with the Kitchen Cabinet Manufacturers Association (KCMA) Environmental Stewardship Program seal, and natural countertops patterned with recycled glass. Tread “environmentally” upon sustainable flooring alternatives like bamboo, cork, Forest Stewardship Council certified hardwood, and recycled soda bottle carpeting. Learn how geothermal systems utilize Earth’s constant temperature to both heat and cool your home, while reducing your carbon footprint. See how a tankless water heater works, check out rain barrel drainage solutions, and more!

“‘Sustainability’ means meeting the needs of the current generation without compromising the ability of future generations to meet their own needs, and it is an important part of the Garden’s mission,” said Deborah Frank, vice president of sustainability. “To that end, we explored many viable eco-alternatives for materials used in the smaller components of this exhibit. We recognize that greening is a continual process and doesn’t happen overnight, but every little bit is a step in the right direction.”

(more)

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