

**THE BLOEDEL RESERVE
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NEWS RELEASE

FOR IMMEDIATE RELEASE

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BLOEDEL RESERVE REACHES NEW MILESTONES

BAINBRIDGE ISLAND, WA—Today the Bloedel Reserve Board of Directors announced the completion of a \$2.5 million endowment fundraising campaign. The campaign was launched in 2009 by the Board as a way of honoring the Reserve's Founding Director Dick Brown, who retired that year after 32 years of service.

"The income generated from the *Richard Brown Endowment* will fund the salary and benefits of the executive director. This will free up important monies needed to maintain the gardens and grounds," commented Paul Kundtz, Board President of the Bloedel Reserve.

More than 140 donors made gifts ranging from \$50 to six figures, helping to raise a total of more than \$2.6 million in pledges. "We were very pleased at the outpouring of support, not just from many of our largest donors, but from a cross section of our members. We are grateful that people believe the Reserve is moving in the right direction," commented Ed Moydell, Executive Director of the Bloedel Reserve.

This is one of a number of important milestones the Reserve has achieved over the past several years. With new policies put into place to make the Reserve more accessible, including eliminating reservations, the Reserve enjoyed record attendance in 2010, and reached new highs in memberships and donations.

The success continued in 2011, including the First Annual Plant Sale in April where a record 3,200 people visited the Reserve in one weekend. "We are working hard to attract a wide variety of audiences with a range of new, special events such as the Plant Sale and our current Japanese Cultural Festival. We particularly want to see more children and families strolling our gardens," added Moydell.

Six years ago, the Board of the Bloedel Reserve determined that the combination of the original endowment established by Prentice and Virginia Bloedel in 1974 and the gate revenues would no longer be adequate to sustain a growing operation and a 150-acre maturing garden.

"It has been a pretty significant and positive transformation since then," commented Steve Davis, an Island resident that joined the Board in 2005. "This new endowment is a first step, but we have other projects and needs identified that will ensure the Reserve remains a healthy, viable, world class garden."

For more information about the Bloedel Reserve visit: www.bloedelreserve.org

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