



Dallas Arboretum

Let nature nurture you.

February 18, 2010

For Immediate Release

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EXCITING CHANGES TO DALLAS ARBORETUM 2010 COOL THURSDAYS CONCERT SERIES

Dallas, TX - The Dallas Arboretum will have exciting new changes in concert pricing, line-ups and even a new series in 2010. The popular 2010 Cool Thursdays Season Passes are on sale and available for purchase. New season pass packages starting at \$93, will make a gift for those who like to bring friends and loved ones to this unique Dallas music experience. Guests can check the Arboretum website for pricing at www.dallasarboretum.org. An additional concert has also been added to the packed line-up of fan favorites and new crowd pleasers. A Cool Thursday season pass is guaranteed admission to sold-out concerts through the season.

2010 Cool Thursdays Spring/Summer Concert Series line up:

- 4/15 A Hard Night's Day - Beatles Tribute *sponsored by Lee Financial*
- 4/22 The Killdares - Celtic Rock (New!)
- 4/29 ***No concert this week**
- 5/06 Emerald City - Greatest Hits *sponsored by Looper, Reed & McGraw*
- 5/13 Satisfaction - Rolling Stones Tribute *sponsored by Collins, Basinger & Pullman*
- 5/20 Havana NRG - Latin Salsa (New!) *sponsored by Atmos Energy*
- 5/27 Asleep at the Wheel - Kings of Texas Swing *sponsored by True North Advisors*
- 6/03 Brave Combo - New Age World
- 6/10 Blaze of Glory - Bon Jovi Tribute (New!) *sponsored by Morgan Stanley*
- 6/17 Kraig Parker - Elvis Tribute *sponsored by Accenture*
- 6/24 The Project - Motown & R&B *sponsored by Jackson Walker LLP*
- 7/01 Le Freak - Disco
- 7/08 Key West The Band - Nautical Island Hits *sponsored by Park Place Motorcars*
- 7/15 Professor D - Funk, Rhythm & Blues (New!)
- 7/22 4 Way Street - Crosby, Stills, Nash, Young Tribute *sponsored by Sendero Business Services*

- 7/29 Fast Lane - Eagles Tribute *sponsored by Milestone Electric*

2010 Cool Thursdays Fall Concert Series line up:

- 9/16 Beatlegras - Bluegrass Beatles Tribute (New!) *sponsored by Bank of Texas*
- 9/23 Briefcase Blues - Blue Brothers Tribute
- 9/30 Dallas Unlimited - Hits of the Decades
- 10/07 Cuvee - Disco & Dance (New!)
- 10/14 Petty Theft - Tom Petty and the Heartbreakers Tribute
- 10/21 Micky & The Motorcars - Contemporary Country (New!)
- 10/28 The M80'S - 80's Dance Hits

Tuesdays at the Arboretum will be the new hot spot with a six-concert series featuring the best in big band, swing and jazz. Twilight Tuesdays is the new spring concert series that promises to please with smooth tunes. Dallas Arboretum members who purchase a Cool Thursdays Season Pass can add Twilight Tuesdays for only \$35 more, less than \$6 per concert.

2010 Twilight Tuesdays Concert line up

- 04/13 Hunter Sullivan - Swing
- 04/20 The Steve Bayless Orchestra - Symphony Pops *sponsored by Anonymous Donor*
- 04/27 ***No concert this week**
- 05/04 Johnny Reno & the Lounge Kings - Swinging Cocktail Jazz *sponsored by Anonymous Donor*
- 05/11 Tuxedo Junction - Big Band Swing Era
- 05/18 Paul Salos presents The Magic of Sinatra *sponsored by Fidelity Investments*
- 05/25 Jennifer Baldwin & the Vibes - Sultry Jazz to Billboard Hits

For further information on the Cool Thursday Concerts please contact our reservation line at 214-515-6518 or visit the Dallas Arboretum website at www.dallasarboretum.org.

Note to Editor: *To obtain images of individual bands, please contact Public Relations Manager Terry Lendecker at 214-515-6521 or email tlendecker@dallasarboretum.org.*

The Dallas Morning News is the principal partner of the Dallas Arboretum. The Arboretum is supported, in part, by funds from the Dallas Park, & Recreation Department. WFAA is the official media sponsor of the Dallas Arboretum.

Park Place Motorcars is the presenting sponsor of the Cool Thursday's Concert series.

Fidelity Investments is the presenting sponsor of Twilight Tuesdays.



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**CHILDREN'S ACTIVITIES ABOUND
AT THE DALLAS ARBORETUM**

DALLAS- Mondays and Tuesdays are exciting again this spring at the Dallas Arboretum, 8525 Garland Road, with the return of Mommy and Me Mondays and Dallas Child's Tiny Tot Tuesdays.

Fun filled, action packed activities will be held every Monday and Tuesday in the botanic garden's Pecan Grove from March 8 through April 6 from 10 a.m. to 2 p.m.

Activities offered during these two children-oriented days each week are focused on nature, health, fitness and fun. These activities are free with the price of admission into the Dallas Arboretum.

Popular activities on Monday and Tuesdays include:

- Face-painting
- Arts & Crafts
- Petting Zoo
- James French Photography (\$15)
- Silhouette Artist (\$5)
- Kindermusik with Miss Lisa
- Strollerfit – Mondays only

The Rain Plan for face painting, arts and crafts, Strollerfit, Kindermusik and Silhouette Artist will take place indoors. Please call 214-515-6500 the morning of the event to find out if James French and the petting zoo will be on property.

After participating in Kimberly Clark's Mommy and Me Mondays and Dallas Child's Tiny Tot Tuesdays, round off your day with a picnic and enjoy 'Dallas Blooms, Fiesta de las Flores', the festival of flowers. Memories can be made as you stroll among more than 500,000 spring blooming bulbs including tulips, daffodils, Dutch Iris and hyacinths, flowering in symphony with 100,000 pansies, violas, poppies and the 12 foot tall Ferdinand the Bull topiary.

For further information on events at The Dallas Arboretum, please visit www.dallasarboretum.org or call (214) 515-6500.

The Dallas Arboretum and Botanical Garden is located on the southeastern shore of White Rock Lake at 8525 Garland Road, Dallas, TX, 75218. The Arboretum is open daily from 9am until 5pm. General admission is \$10 for adults, \$9 for seniors 65 and older, \$7 for children 3-12, and free for Arboretum members and children two and under. On-site parking is \$7. The Arboretum is wheelchair accessible and tram service is available for the mobility impaired. Group discounts are available with advance registration. For more information and other events, call (214) 515-6500 or visit the Arboretum's website at www.dallasarboretum.org.

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DALLAS BLOOMS 2010 FACT SHEET

What: Capital One Bank presents, 'Dallas Blooms, Fiesta de las Flores', the festival of flowers, the largest floral festival in the south, at the Dallas Arboretum—one of the top floral display gardens in North America

Where: Dallas Arboretum, 8525 Garland Road, Dallas, Texas, 75218, on the southeastern shore of White Rock Lake in East Dallas

Theme: 'Dallas Blooms – Fiesta de las Flores', the festival of flowers

Flowers: 500,000 spring-blooming bulbs including tulips, daffodils, hyacinth and Dutch Iris
3,000 azaleas in 200 cultivars
80,000 pansies, violas, poppies, and more
Thousands of other spring-blooming annuals, perennials, shrubs and trees

Highlight

Features: 12 foot tall Ferdinand the Bull topiary comprised of:
12,100 plugs of ornamental grasses in shades of brown and creme

Weekends: Saturday morning garden tours
Live quartet on the Martin Rutchik Concert Stage
Piano melodies on the DeGolyer Loggia
Latin musicians on the Paseo
Ferdinand the Bull Topiary

Easter Family Fun Weekend (April 3 and 4) all of the preceding activities plus: James French photography with a live bunny, a petting zoo, and silhouette portrait artist

Weekdays: 12-foot tall Ferdinand the Bull topiary
Live music at the DeGolyer Loggia
Wednesday morning garden tours

- **Mommy & Me Mondays and Dallas Child's Tiny Tot Tuesdays: from March 8-April 6,** activities include: James French Photography (\$5), arts and crafts, a petting zoo, silhouette artist (\$15), face painting, Kindermusik with Miss Lisa and Strollerfit
- **Discount Tickets at all Tom Thumb Stores**
- **Capital One Bank's Buy One Get One Free Tuesdays** with coupons available at any Capital One Bank location
- **Buy One Get One Free Wednesdays** with coupon available on the Arboretum website
- **AT&T Senior Citizen Thursdays (\$8.50 admission and 20% gift store discount, 65 & older)**

Special

Events: **Artscape: Saturday, March 20 and Sunday, March 21**
Over 90 artists from across the country on display with their works for sale including oil painting, watercolor, sculpture, pastel, charcoal drawing, photography, fiber, jewelry, glass, wood, 2-D & 3-D mixed media; demonstrations; Garden Gallery Artwork Exhibition in the DeGolyer House March 11-28

and

Eddie Coker Children's Concert

Friday, April 2 at 11am and 1pm on the Martin Rutchik Concert Stage

Dallas Arboretum: Two seatings of three course seated tea available weekdays, excluding Good Friday, from
Seated Tea March 8 to April 30, reservations are required, please call (214) 515-6610

Notable

Quotes: "I have been all over the nation and the Dallas Arboretum is, by far, the most beautiful garden I have ever seen." – Charles Osgood, CBS Sunday Morning Reporter

Awards

Received: MSN named the Dallas Arboretum one of the "Top 10 Places to Visit in America in The Spring"
Voted Top 10 Public Gardens by Southern Living Magazine Readers
Voted Best Outdoor Concert Venue by D Magazine
Voted Favorite Fair Weather Family Hangout by Dallas Child

Food

Service: Dining Terrace – 9:00 to 5:00pm
DeGolyer Garden Café – 10:00 to 3:00pm
Seated Tea call (214) 515-6610 for reservations

Admission: Adults \$10, Seniors 65 and over \$9.00, Children ages 3 – 12 \$7, Children 2 and under Free

Parking: On-Site parking \$7, Valet parking \$10 (\$8 for members) on Saturdays, Sundays and Good Friday only
at
Lakeland Drive entrance. Free off-site shuttle during peak visiting times from parking lot at Northeast corner of Gaston Avenue and Garland Road

Information: Call (214) 515-6500 or visit www.dallasarboretum.org

Partners: Capital One Bank is the Presenting Sponsor of Dallas Blooms.
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