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For Immediate Release:

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**DALLAS ARBORETUM ANNOUNCES
THE OFFICIAL DALLAS ARBORETUM TULIP TO BLOOM
DURING ITS SPRING FLORAL FESTIVAL**

DALLAS- The Dallas Arboretum, 8525 Garland Road, announces the debut of a new tulip variety “**Dallas Blooms**”, named for the Dallas Arboretum’s signature spring event. This will mark worldwide recognition of the beauty of the outstanding bulb display.

Jimmy Turner, Senior Director of Gardens, personally selected this rich royal purple tulip with unusual glossy green foliage out of thousands of contenders during a trip to Holland. ‘Dallas Blooms’ Tulip was bred by Jan Ligthart, a renowned Holland breeder with more than 30 years of tulip breeding experience. This mid to late season blooming tulip has been 15 years in the making, from seed to production. Mr. Ligthart, who also produced the Arboretum’s Laura Bush Tulip, will be at the Arboretum for this the Dallas Blooms most exciting announcement, when the tulip will be christened on March 12.

The Dallas Arboretum will also be testing other new varieties of tulips bred by Mr. Ligthart for adaptability to North Texas climate. These will be available to be named for donors in future years. Guests interested in having a tulip named for yourself or a loved one please contact the horticulture department.

The Dallas Blooms Tulip will be exclusive to the gardens for three years and then available for purchase only at the Arboretum.

2011 Southern Living Magazine - Best of Show- "Step into spring with waves of color at the Dallas Arboretum. Its world-class tulip show is the best spot this side of Holland to see the beautiful flowers."

MSN named the Dallas Arboretum as one of the top 10 places in the world to see spring flowers.

The decision to announce the tulip came after record breaking attendance numbers in 2010 with over 610,000 visitors.

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 \$12 for adults, \$10 for seniors 65 and older, \$8 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 advantage 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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