



For Immediate Release
Terry Lendecker
PR Manager
(214) 515-6521 or (214) 766-5433
tlendecker@dallasarboretum.org

Fairy Tale Castles Coming to the Dallas Arboretum

Seven Fairy Tale Castles Selected to Launch Dallas Blooms: It's a Fairy Tale World

DALLAS, TX - To capture the imagination of children and promote the importance of literacy, the Dallas Arboretum announces their Fairy Tale Castle exhibit, sponsored by Lambert's and Moore Tree Care. The exhibit will launch on March 5 during Dallas Blooms; this year appropriately themed 'It's a Fairy Tale World', and run through December 31, 2011.

The seven fairy tale castles based on beloved children's fairy tales began with a selection process chaired by Lance and Suzanne Charriere that included a committee of professionals from the American Institute of Architects (AIA) and The Construction Association (TEXO). The Charriers are also overseeing the entire exhibit for the Dallas Arboretum Board. The final judging process for awards will be handled by a panel of distinguished jurists, chaired by Mrs. Laura Leppert, literacy advocate and the wife of Dallas Mayor Tom Leppert. The four categories of awards will be Most Interactive, Best Interpretation, Most Creative and Best of Show.

Laura Leppert, the 2011 Fairy Tale Castle Jurist Panel Chairman, comments: "This is such an exciting project that will provide children a way to interact with nature as well as explore literature through play. Each entry submitted for this competition was thought out in great depth to fully capture each story in a way that would captivate children of all cultures."

The 2011 Storybook Playhouse Jurist Panel includes:

- Clarice Tinsley, Anchor, FOX 4
- Ann Pinson, Editor, The Guide at the Dallas Morning News
- Amy Vanderoef, Anchor on WFAA's Good Morning Texas
- Lisa Schreiner, Dallas Children's Theater
- Joylyn Niebes, Publisher, Dallas Child

- Paul Fields, Lambert's
- Duncan, Good, Fulton & Farrell

The Fairy Tale Castle entries were submitted from DFW area architects. The 7 winners of the competition who will have their castle on display at the Dallas Arboretum in 2011 include:

- Beauty & the Beast-PGAL & Turner Construction
(Sponsored by Hill & Wilkinson)
- The Princess and The Pea - NRBM
(Sponsored by BancTec, Inc.)
- Aladdin - HKS Inc.
- Rapunzel - Baez Consulting
(Sponsored by Southwest Data Systems)
- The Little Mermaid - GHA Architects
(Sponsored by Savings Corporation of America)
- Jack & the Beanstalk - The Beck Group
(Sponsored by Valley Crest Landscape Development)
- Mufaro's Beautiful Daughters - Corgan Associates, Inc. & Turner Construction
(Sponsored by Locke Lord Bissell & Liddell)

"Each winning entry will be placed in exclusive spots throughout the garden, hand picked by the Dallas Arboretum horticulture department. The castles will each be sited in the landscaped area that best captures the theme of the story throughout the changing seasons." Dave Forehand, Vice President of Gardens at the Dallas Arboretum, commented.

The Fairy Tale Castle installation begins at the Dallas Arboretum in January 2011 with construction completion by March 5th. For further information on the winning entries in the Fairy Tale Castle competition, Dallas Blooms: It's A Fairy Tale World, or other events and activities at the Dallas Arboretum please call (214) 515-6500 or visit www.dallasarboretum.org

###