



DALLAS ARBORETUM
AND BOTANICAL GARDEN

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Photos available upon request

Media contacts:

Terry Lendecker | VP of Advertising & Promotions | 214.515.6523 | tlendecker@dallasarboretum.org
Juliette Coulter | The Coulter Group | 214.394.5532 | juliette@coultergroup.com

The Dallas Arboretum Launches New Hoffman Family Online Gift Store

DALLAS, Texas (February 16, 2015) –The Dallas Arboretum and Botanical Garden announces the debut of its new and improved Hoffman Family Online Gift Store, allowing guests to easily shop 24/7. The online gift store features a robust layout that is effortless to navigate and offers a wide variety of one-of-a-kind items for everyone.

Products that are sold at the Hoffman Family Gift Store are constantly changing with the new seasons. Karen Nelson, Gift Store Manager said, “Now people who have loved the gift shop merchandise can shop online and have it delivered within a few days, and with more products available, there are plenty of gifts to choose from for every occasion.”

For the person who loves to stay organized while enjoying the year-round beauty of the Dallas Arboretum, a 2015 calendar is the perfect gift. The calendar, which sells for \$10.98, showcases 12 breathtaking photos taken at the Dallas Arboretum highlighting the various seasons and colors.

For the gardener in the family, the online store offers plenty of garden tools and supplies including gloves, seeds and hand tools for both adult and children. The Watering Can Garden Kit for kids includes a shovel, spade, garden glove and a watering can and retails for \$19.95.

For the chef, there are a variety of cookbooks. Authored by Judy Scott who helped start the Tea Room at the Arboretum, “Afternoon Tea at the Arboretum” details delicious recipes and sells for \$19.98. “Dallas Arboretum Pumpkin Festival Recipes,” compiled by Chandler Lindsley, the granddaughter of Eleanor and Franklin Roosevelt, has delectable pumpkin dishes and desserts contributed from many of her friends and family. With colorful pumpkin photos and fall scenes from the nationally acclaimed Pumpkin Village, the small recipe book sells for \$4.95.

The Hoffman Family Gift Store is also widely recognized for its distinctive clothing and fashionable accessories that are sold. Ranging from stylish clothing, such as the new black and white gingham rain jacket, which retails for \$167.98, to elegant jewelry including the Purple Hyacinth 16" Pearl Necklace by Michael Michaud. With beautifully crafted, hand-patinaed bronze and purple freshwater pearls the Purple Hyacinth necklace sells for \$122.98.

The Hoffman Family Gift Store is open daily from 9:00 a.m. to 5:00 p.m., and the online store is always open. All store proceeds benefit the Dallas Arboretum. Members can present their Dallas Arboretum membership card to save 10% off store and online purchases.

To see more products online, visit <http://www.dallasarboretum.org/shop>.

About the Dallas Arboretum and Botanical Garden:

The Dallas Arboretum and Botanical Garden is located on the southeastern shore of White Rock Lake at 8525 Garland Road, Dallas, Texas 75218. The Dallas Arboretum is also the home of the internationally acclaimed Rory Meyers Children's Adventure Garden. The Arboretum is open daily from 9 a.m.-5 p.m. There is an additional cost of \$3 per person for entrance into the Rory Meyers Children's Adventure Garden. On-site parking is \$15 or \$8, if purchased in advance online. *The Dallas Morning News* is the principal partner of the Dallas Arboretum. The Arboretum is supported, in part, by funds from the Dallas Park and Recreation Department. WFAA is an official media sponsor for the Dallas Arboretum. More information can be found at <http://www.dallasarboretum.org/> or on Facebook.

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