

EMBARGOED UNTIL APRIL 14

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Tower Hill Botanic Garden Announces Name Change to New England Botanic Garden at Tower Hill

*Top Central Mass destination gets new name to create more
opportunities between visitors and horticulture*

(Boylston, MA – April 14, 2022) [Tower Hill Botanic Garden](#) is pleased to announce a new name which represents the organization’s ever-expanding regional presence: **New England Botanic Garden at Tower Hill**. The announcement was made mid-April by the organization.

The new name reflects the vigorous growth Tower Hill has experienced over the past few years into a regional destination that not only captivates visitors with the wonders and beauty of the Garden, but also the importance of promoting sustainability and biodiversity in the natural world. In honor of its history and the opening of the Garden in 1986 on Tower Hill Farm in Boylston, the new name keeps “Tower Hill” as part of its identity while expanding its role to be a place for all New Englanders to feel welcome, to learn, and to explore. The new logo, an apple blossom in an arch, represents the organization’s historic apple orchard, The Davenport Collection, while also being a nod to New England’s iconic apple industry.

“Our new name is not about redefining who we are as a horticultural society and a Garden, but embracing who we have become and opening up the possibilities to be more and do more for our environment and visitors,” said CEO Grace Elton. “New England has long been known for its colorful fall foliage. It’s time it also becomes a destination and resource for horticulturists and plant lovers across the region and beyond.”

In addition to launching the new name, the New England Botanic Garden at Tower Hill has implemented the following changes on-site:

- opened a new, world-class garden, The Ramble, that offers children and families from all over the region opportunities to interact with the natural world.
- doubled the size of the parking lots while adding native plants, rain gardens, and stormwater management to benefit the local watershed.

- created several ADA-accessible paths, including the primary path from the parking area to the Visitors Center.
- expanded the entrance to the Visitors Center to better inform and welcome guests as they move in and through the lobby.
- built an accessible boardwalk through Pliny's Allee.
- improved the Entry Garden and expanded the Vegetable Garden.

“The beauty of botanic gardens is their constant evolving role in our natural world,” added Elton. “At New England Botanic Garden at Tower Hill, we are passionate that our role is to provide the soil where connections between people and plants can flourish.”

Members and visitors can expect more exciting updates to resources and experiences at New England Botanic Garden at Tower Hill this summer.

For more information or to schedule an interview, contact Sara Seng, at: sara@heardstrategy.com.

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About New England Botanic Garden at Tower Hill

New England Botanic Garden at Tower Hill is a nonprofit organization located at 11 French Drive in Boylston, Massachusetts. A regional destination, we are operated on 171 acres by the Worcester County Horticultural Society, one of the oldest of its kind in the country, and are open to the public for garden viewing, trail walking, activities, private events, educational classes, weddings, exhibitions, and more. We are an [AAM-accredited](#) museum that includes an irreplaceable collection of plants. We hope to engage you in our life-long passion for growing plants for their ornamental, economic, and ecological value. Learn all about New England Botanic Garden at Tower Hill including its history, mission, and its staff, please visit www.nebg.org