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**CAPE FEAR BOTANICAL GARDEN NAMED A “BEST EXIT OFF I-95”
BY SOUTHERN LIVING MAGAZINE**

FAYETTEVILLE, NC—Cape Fear Botanical Garden has been named one of the “Best Exits Off I-95” by Southern Living magazine. The May 2008 article features a variety of attractions from Virginia to Florida that provide excellent stops for travelers. Only one other North Carolina attraction was named in the article.

“It is such an honor to be recognized by Southern Living,” said Dr. Finley Bryan, Executive Director of Cape Fear Botanical Garden. “It speaks volumes about the Garden and Fayetteville to be mentioned as a ‘Best Exit Off I-95’ by a nationally-read publication. We have worked hard to promote the Garden as both a local and regional attraction and are excited to be recognized as such.”

Southern Living has over 15,000,000 devoted readers and a circulation of 2,800,000 across the United States, according to its website. Begun in 1966, it is now one of the largest lifestyle magazines in the country and touts itself as “the unquestioned authority of life in the South.” This past fall, mentions of Cape Fear Botanical Garden in the magazine brought in over 1,800 requests for information, all but one were from people outside of Cumberland County.

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Cape Fear Botanical Garden's proximity to I-95 and Fayetteville's location halfway between New York and Florida make the Garden an ideal pit stop for weary travelers. They often visit the Garden for a breath of fresh air, to have a snack or picnic with the family, or to walk along the paths and stretch their legs. Travelers also tend to venture further into Fayetteville after a trip to the Garden, visiting local businesses and restaurants. Last fiscal year over 28,000 people visited the Garden coming from all fifty-states and thirteen different countries.

Cape Fear Botanical Garden is located on seventy-nine acres nestled between the Cape Fear River and Cross Creek just two miles from downtown Fayetteville. Founded in 1989, the Garden now boasts more than 2,000 varieties of ornamental plants and has several specialty gardens, including Camellia, Daylily and Hosta gardens. Visit www.capefearbg.org for more information.

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