

FOR IMMEDIATE RELEASE

Contact:

Timothee Sallin.

Magic of Landscapes

7836 Cherry Lake Road

Groveland, Fl. 34736

Phone: 352.516.5992

<http://www.magicoflandscapes.com>

timothee@cherrylake.com

Research Shows Quality Landscapes Increase Quality of Life and Have High Return on Investment.

Lake Buena Vista Fl. – May 10, 2006

Florida's blistering rate of growth and new construction has the community eagerly seeking better ways to grow. Buzz words like *smart growth*, *sustainable growth*, and *concurrency* are making their way into our everyday conversations; but could the answer be as simple as building more quality landscapes? The Magic of Landscapes believes it is.

The Magic of Landscapes is an Orlando based non-profit organization whose mission it is to increase quality of life by stimulating investment in quality landscapes. On Friday May 5th over 150 real estate and design professionals came together at the Epcot International Flower and Garden Festival for the 4th Annual Magic of Landscapes Symposium.

The event was designed to communicate on the importance of green infrastructure, parks, trails, trees, flowers and other landscape components in our communities.

"The trouble is that most people take trees and plants for granted," says Katy Moss Warner, president of the American Horticultural Society and member of the Magic of Landscapes board of directors. In fact this attitude is so prevalent that researchers at Louisiana State University and the Science Education Center in South Carolina have given it the name Plant Blindness. This condition is generally defined as "*the inability to see or notice the plants in one's own environment, leading to the inability to recognize the importance of plants in the biosphere and in human affairs.*"

-- More --

In reality the value of plants is pervasive. Recent studies have show how quality landscapes reduce crime rates, increase security, accelerate surgery patient recovery, calm traffic, reduce road rage, increase student test scores and student participation in schools, stimulated volunteerism and community integration, increase property values 7-15%, reduce energy costs up to 30%, save cities billions of dollars in storm water management, improve air quality, and stimulate economic growth.

As the research continues to add to our understanding of the value of landscapes, the Magic of Landscapes is working to educate key decision makers and motivate them to increase their investment in quality landscapes. “This approach is the fastest most effective way of having an impact because we are working hand in hand with the private and public sectors helping them to quantify their return on investment” says Timothee Sallin, Executive Director of the Magic of Landscapes.

In attendance were large land developers, home builders, landscape architects, and city and county officials from across the state. The message came across clearly and powerfully. If you spend more money on quality landscapes you will increase your bottom line results while increasing quality of life today and for generations to come.

For information <http://www.magicoflandscapes.com> or
Contact: timothee@cherrylake.com
Phone: 352.516.5992

###