

AMERICAN PUBLIC GARDENS ASSOCIATION



## American Public Gardens Association 2023 Go Green Lighting Talking Points

### Go Green Lighting Talking Points

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1. The American Public Gardens Association (APGA)'s Go Green Lighting initiative will occur on **Friday, May 12**, and kick off Go Public Gardens Days from **May 12 to May 21**.
2. The Association is asking various reps at national landmarks, buildings, and bridges if they will participate by turning their display lights green to support the Go Green Lighting initiative on **Friday, May 12**.
3. Many of the **600+** gardens across the country that are members of the Association will be turning their display lights green either only on that Friday or during the entire Go Public Gardens Days.
4. The purpose of Go Green Lighting and Go Public Gardens Days is to create more awareness and drive more attention and attendance to our national public botanical gardens and arboreta across North America and the world.
5. This initiative is also to further inspire people and children to take care of our natural spaces.

Past bridge participant:





American Public Gardens Association  
2023 Go Public Gardens Days Talking Points

## Go Public Gardens Days Talking Points

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**Dates:** Friday, May 12 through Sunday, May 21

**Objectives:**

- To promote people of all ages to visit their local public gardens year-round to visit, value, and volunteer.
- Be Aware. Be Social.

**Website:** [Go Public Gardens! | American Public Gardens Association](#)

**Talking Points:**

1. Go Green Lighting initiative kicks off our Go Public Gardens Days on Friday, May 12.
  - a. Landmark, bridge, and building participants will turn their lights green Friday, May 12 in support of our initiative.
  - b. Participating gardens will turn their lights green the day of May 12 or during the entire Go Public Gardens Days May 12–21.
2. Go Public Gardens is an ongoing, evergreen Association initiative to drive the public to **visit**, **value**, and **volunteer** at public gardens in their area and when they travel.
3. People can visit the Association's [garden map](#) to locate gardens in their area and other gardens across the country.



**American Public Gardens Association**  
**#ArtForPublicGardens Social Media Campaign Talking Points**

**#ArtForPublicGardens Talking Points**

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**Dates:** Monday, May 15 to Friday, May 19

**Website Landing Page:** [Go Public Gardens! | American Public Gardens Association](#)

**Objective:**

1. To celebrate Go Public Gardens Days through art.
2. To encourage artists of all ages and all art mediums to visit gardens prior to May 12, unless they have a finished piece, to post their artwork on their personal channels according to each day's theme and tag the garden that inspired their art, tag the Association, and use #ArtForPublicGardens hashtag in order for us to track the posts.

**Key Points:**

1. **Gardens with Art Programs or Art Classes:** For those gardens with art programs or art classes, please mention the #ArtForPublicGardens initiative and promote this among your staff and participants.
  - a. Ask participants to spread the word to their friends, family, and artist network.
  - b. Participants can either do art in the garden or take a photo to use at home for their art.
  - c. Artwork must be posted on and in accordance with each daily theme:
2. **#ArtForPublicGardens Theme Days:**
  - a. Monday, May 15: IRIS
  - b. Tuesday, May 16: TREE
  - c. Wednesday, May 17: CACTUS
  - d. Thursday, May 18: TULIP
  - e. Friday, May 19: BEE

**Talking Points:**

1. #ArtForPublicGardens is for artists of all ages and all art mediums to visit their local garden to capture one of the themed days in their art.
  - a. Post their artwork on their personal social media channels and tag the garden they used for inspiration and tag their social media platform of choice:
    - **Facebook:** @PublicGardens

- **Twitter:** @PublicGardens
- **Instagram:** @AmericanPublicGardens
- **LinkedIn:** @PublicGardens
- Hashtag: **#ArtForPublicGardens**

2. Artists must tag the Association and use the hashtag in order for us to track the posts.
3. The Association will share as many posts as possible daily across our Instagram and Facebook stories.