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Columbus Botanical Garden Taps Lloyd as Development & Marketing Director Will Guide External Initiatives to Raise Awareness as a Premier Destination Location

Columbus, Ga., February 21, 2018 -- To fulfill its strategic goal to raise its visibility and community awareness, Columbus Botanical Garden (CBG) is pleased to announce that Danita Gibson Lloyd has been named Development & Marketing Director. A 30-year marketing and communications professional, in this role, Mrs. Lloyd will be responsible for the creation, implementation and management of a formal development program to foster and nurture long-term meaningful relationships with donors, potential donors, members, media and the community at large. Areas of responsibility include fund-raising, gift reporting, marketing and public relations/communication.

Columbus Botanical Garden Interim Executive Director Bruce Howard emphasized the importance of her selection, "We are delighted to have Danita Gibson Lloyd join us at this pivotal time in the life of the Garden. As we are "Growing to Greatness" with our Capital Campaign and broadening our overall presence and exposure, Danita's marketing and communications expertise coupled with her familiarity with the community and outstanding reputation are assets which will serve us well. She possesses exciting ideas and positive energy which will complement the outstanding work our existing board and staff have undertaken to promote CBG and position us for future growth."

Lloyd said, "Columbus, Georgia is a city of many treasures, and I am beyond humbled and proud that I have been chosen to showcase this hidden jewel we are very proud to call our own. Our goal is to make Columbus Botanical Garden a destination location for the city, region and state. Because we know great cities have great gardens, it's our sole focus to have Columbus Botanical Garden top of mind in this area's tourism and overall profile. I personally invite the entire community to get to know the garden and consider us your garden getaway for weddings, reunions, luncheons, corporate functions, educational programs, meditation and peace of mind. Get away to the garden."

A native of Columbus, Georgia and graduate of Hardaway High School, Clemson University (Bachelor of Arts Degree, English) and Columbia University (Master of Science, Journalism), Mrs. Lloyd has extensive experience in marketing, corporate communications, crisis communication, corporate speech writing, strategy planning, and theatre arts. The former TSYS Marketing/Corporate Communications Director, CB&T Communications Director and Peaceful River Residential Services Director//COO/CMO, she serves as the Marketing/Public Relations Director of the Urban League of Greater Columbus in addition to serving as a Board Member and member of the Executive Board. A former adjunct faculty member for Columbus Technical College, San Diego City College, Miller Mott Technical College, Columbus State University and University of Phoenix, Mrs. Lloyd is a Golden Life member of Delta Sigma Theta Sorority, member of National Association of Female Executives, Public Relations Society of America, International Association of Business Communicators and past member of Leadership Georgia, Leadership Georgia Board of Trustees, The College Fund Steering Committee, former Board Member of Springer Opera House, Arthritis Foundation Board, A.J. McClung YMCA Board, and Advertising Club of Columbus. In addition, she is a former recipient of the Concharty Council Woman of Achievement award and was named Urban League of Greater Columbus Board Member of the Year in 2017.



Columbus Botanical Garden

PRESS RELEASE

Columbus Botanical Garden 2018 Events

Easter Egg Hunt	March 25
Spring Plant Sale	April 5-7
Day Lily Festival	May 31 - June 3
Garden Gala	October 15-16
Fall Plant Sale and Fall Festival	October 25-28
Christmas in the Garden	December 1-2

More programs and plans are in the works. Among them, jazz in the garden, movie night in the garden and a host of others.

About Columbus Botanical Garden

Nestled in North Columbus amid shopping and eateries, Columbus Botanical Garden operates as a 501(c)(3) organization whose mission is to develop gardens, protect woodland, and provide educational programs that stimulate the imagination and deepen our understanding and appreciation of nature. This preserved jewel of pine and hardwood forest is a remnant reminder of the native Central Georgia landscape that is becoming more scarce as the region continues to develop. Since its founding in 1999 with a gift of acreage and buildings from the children and families of Lillie Belle Kimbrough Adams and later approved by the Columbus City Council, Columbus Botanical Garden (CBG) has been the steward of a 23-acre rolling property located about 6 miles northeast of downtown Columbus. With its recent expansion to 36 acres, CBG now encompasses four developed acres, and there are additional plans for further development with its \$10 million "Growing Towards Greatness" Capital Campaign.

For more information on how you can participate in programming, volunteer or donate, please visit www.columbusbotanicalgarden.org, follow us on Instagram @Columbus_Botanical_Garden, like us on FaceBook at www.facebook.com/columbusbotanicalgarden, contact our offices at 706.327.8400, email us at contactus@columbusbotanicalgarden.org or visit our offices at 3603 Weems Road, Columbus, Ga. 31909.

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