

Marrying Green with Screen: Fernwood Botanical Garden Launches New Website

Renowned botanical garden joins forces with award winning website developers to showcase over 100 acres of natural beauty, features, events and programs. Secure Internet technology allows visitors to consult online calendar, register for classes, become members, and shop for unique gifts online.

Niles, MI (FPRC) December 9, 2011 -- Green living is the way to be in 2012 and Fernwood Botanical Garden and Nature Preserve is the place to be in southwestern Michigan. Fernwood has launched its new Website showcasing the many unique areas and events featured at Fernwood. Fernwood's new Website offers numerous ways to connect with nature and learn more about gardening, nature and how our lifestyle decisions affect the birds, the bees and the trees.

The launch of the new Website allows Fernwood to marry the 'green with the screen' and promote a cleaner, more environmentally friendly way of life to those who love flora and fauna. Green living may be having a moment, but as Carol Line, Executive Director of Fernwood explains, 'Fernwood has always supported harmonious living between humans and horticulture, but now we're taking green living into the 21st century with our new Website.'

Introducing an event calendar, online class registration, membership and donation systems, and an online gift shop, Fernwood's new Website, 'focuses on a primary point of green living: supporting local, eco-activities that are fun, educational and beneficial to our planet' according to Stephen Antisdell, Manager of Precept Partners, the new website's designers and developers.

Fernwood Botanical is 105 acres of cultivated and natural areas, a place where people, plants and nature come together. 'There is no better place to experience green living than being surrounded by the natural expanses of Fernwood's beauty along the St. Joseph River Valley,' added Ms. Line.

Fernwood's mission is to enrich the lives of visitors by stimulating the appreciation of nature while exemplifying harmony between people, plants and wildlife. And Fernwood promotes that mission with the launch of its new Website, providing information about all of Fernwood's features in an easier to access and user friendly layout.

'The beauty of Fernwood's gardens is now matched by the cutting-edge technology and visual experience visitors can find on Fernwood's new Website,' promises Jeffrey Antisdell, IT Specialist at Precept Partners. The Website boasts photo galleries of the gorgeous gardens, videos, newsletter registration and access, and links to social media, so visitors can spread the word about a local green gem that rests in the Midwest.

Located just outside of Buchanan, Michigan, Fernwood began as 12.5 acres of Kay and Walter Boydston's country home in 1941. In 1964, Fernwood became a public space. From its humble beginnings as a gathering place for nature lovers and artists, Fernwood has grown to 105 acres, complete with an arboretum, reconstructed prairie, natural areas and many beautiful gardens.

Fernwood is a private, non-profit institution that receives no government funds. Visit

www.FernwoodBotanical.org to explore Fernwood's splendor.

About Fernwood Botanical Garden and Nature Preserve

Sighted on the St. Joseph River near Buchanan, Michigan, Fernwood comprises 105 acres of gardens and natural areas, including an art gallery, nature center, fern conservatory, café, and gift shop. Fernwood offers programs and classes for all ages on nature, gardening and art. Fernwood relies on contributions from visitors and about 3,000 nature-loving benefactors who donate money and services to keep Fernwood in bloom. Because the IRS recognizes Fernwood as a tax-exempt organization, all membership dues and contributions are tax-deductible. Fernwood is open all year round. For further information, visit www.FernwoodBotanical.org.

About Precept Partners

Precept Partners develop and manage the design, implementation and marketing of industry leading websites serving clients in retail, manufacturing, professional services and non-profit sectors. Client awards include the Inc. 500, Internet Retailer 500, The Webby, and the Top 100 Best Retail Websites Award, with recognition in The Wall Street Journal, Business Week, Inc. Magazine, NPR, Internet Retailer, and other national media outlets. For more information, visit www.NetNitrox.com.

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