



National Garden Bureau Launches new Website

FOR IMMEDIATE RELEASE - DOWNERS GROVE, IL – March 16, 2017 – National Garden Bureau, the non-profit, membership-based organization dedicated to marketing the horticulture industry, is pleased to announce the launch of a newly redesigned, consumer-focused [website](http://www.ngb.org) at www.ngb.org.

Key features of the new website include

- A new “Inspiration” blog
- Social Media feed imbeds
- A new tagline/focus of: Inspire, Connect, Grow
- A bright, clean attractive design incorporating the look of NGB’s new watercolor logo
- An enhanced user experience and simplified navigation
- Mobile friendly, responsive design

As National Garden Bureau continues on a growth pattern and quickly adopts industry and communication trends, this website will accommodate new programs to highlight members and their products through the introduction of new promotional activities. With a strong online presence this website will serve as the home base to drive traffic from the Social Media community to one central location.

The primary programs of National Garden highlighted on the landing page include:

- New Plants, both edibles and ornamentals
- Year of (for 2017 it’s Brassica, Daffodil, Pansy and Rose)
- Shop Our Members; featuring NGB members who sell direct to consumers
- Garden Products
- Therapeutic Garden Grant

For more information about NGB or membership in National Garden Bureau, please contact [Diane Blazek](mailto:Diane.Blazek@ngb.org).

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National Garden Bureau, founded in 1920, is a non-profit organization whose mission is to disseminate basic instructions for home gardeners. Annually, NGB publishes and sponsors the New Varieties program and the Year Of The fact sheets featuring flowers and vegetables, including new introductions, which are especially suited to home gardens. National Garden Bureau has also taken an active role in supporting therapeutic gardens through fundraising and grants.