

FOR IMMEDIATE RELEASE  
February, 2016

contact: Jenny Laden, Director of Development and Communications  
(267) 515 6723, [jladen@art-reach.org](mailto:jladen@art-reach.org)

**Art-Reach enables People with limited vision to experience the 2016 Philadelphia Flower Show.**

*I had always gone to the Flower Show...but 3 years ago I lost my vision and thought I'd never go to the Flower Show again. Because of Art-Reach & PHS offering the Verbal Description tour, it was like I could actually see it again!*

Claire, Client from Associated Services for The Blind

On March 8, 2016, **Art-Reach** and the **Pennsylvania Horticulture Society** will offer a special opportunity for people who are blind or low-vision to experience **the 2016 Philadelphia Flower Show** with an audio described tour of selected exhibitions.

Art-Reach partners with over 170 human service agencies who serve clients with physical or cognitive disabilities to increase the access to arts and culture in Greater Philadelphia. This tour will involve clients from Associated Services for the Blind, who regularly use Art-Reach's Ticketing opportunities for live performances and museum tours.

Verbal Audio descriptions expand cultural engagement for individuals with visual impairment by providing a live verbal rendering of the action on stage, or of the content of an exhibition. Art-Reach works with professional Audio Describer Nicole Sardella, who also provides verbal descriptions for Broadway Philadelphia, Book of Mormon and The Franklin Institute's "The Brain" exhibition. Nicole has worked for the last few years providing Flower Show Audio Descriptions for Art-Reach members. In addition to this tour, Art-Reach will enable over 375 members with low-income and/or disabilities to attend the Flower Show for \$1.

Art-Reach is committed to expanding cultural accessibility, and works with over 175 cultural institutions to find more ways to open their programming to people with disabilities and/or low-income. On April 30<sup>th</sup>, Art-Reach will host a training for audio description for theatres and museums who wish to have staff on hand to provide this service for their audiences. For more information, visit [www.art-reach.org](http://www.art-reach.org), or call Art-Reach (267) 515 6720.

The 2016 PHS Philadelphia Flower Show, "Explore America," will celebrate the centennial of the National Park Service and our country's majestic landscapes, rich history, and vibrant culture on March 5-13 at the Pennsylvania Convention Center.

Proceeds from the Flower Show benefit the year-round programs of the Pennsylvania Horticultural Society that have become national models of community greening, including City Harvest, which creates green jobs and supports a network of community gardens that raise fresh produce for families in need; Philadelphia LandCare, which has transformed and maintains more than 11 million square feet of vacant land in the city; and Plant One Million, a tri-state campaign to restore the region's tree canopy. For more information about the PHS Philadelphia Flower Show and to purchase tickets, visit [theflowershow.com](http://theflowershow.com), and follow us on Facebook, Twitter and Instagram.

# # #