



FOR IMMEDIATE RELEASE
April 11, 2007

Contact: Jessica Conaway
(617) 557-7342
(617) 851-7968

The Rose Kennedy Greenway Conservancy and the Massachusetts Horticultural Society Announce a Collaboration Agreement

BOSTON (April 11, 2007) – This morning Peter Meade, Chair of the Rose Kennedy Greenway Conservancy, and William N. McDonough, President of the Board of Trustees of the Massachusetts Horticultural Society (MassHort), jointly announced that a formal Collaboration Agreement has been unanimously approved by both Boards of Directors and executed by their respective Chairs. This Agreement is the result of almost two months of discussions between senior staff members, in combination with diligent mediation efforts by Richard A. Dimino, President and CEO of A Better City (“ABC”).

The Agreement itself is centered upon the commitment from both organizations to establish and maintain the Greenway in the tradition of the world’s grandest urban parks and open-space destinations.

The four and a half acres within the Greenway known as parcels 19, 21 and 22, originally designated for development by MassHort but recently made subject to a new B.R.A. master planning process, are specifically addressed within the document:

“The Parties shall work together to ensure that Parcels 19, 21 and 22 located within the Rose Kennedy Greenway are open, green and excellent for the community and visitors from around the world.”

--more--

The Agreement specifies other important collaborative principles, including a joint commitment to expedite the beautification and the opening of Parcels 19, 21 and 22 within the Greenway as soon as possible:

“The Parties agree to collaborate on early action improvement projects in 2007 and shall work together to generate an operating budget and to coordinate their joint efforts with regard to the design, development and maintenance of the Parcels (19, 21 and 22) in order to expedite site preparation and development, maximize the space and civic potential and make certain that the Parcels will be open to the general public by Spring or Summer 2008.”

And, there is acknowledgement of MassHort’s unique expertise in horticulture and related programming and the potential for a long-term collaboration on the entire Greenway:

“The Parties agree and acknowledge that, due to MassHort’s professional expertise in horticulture and its rich history with the City and the Commonwealth, it is to the mutual advantage of both Parties for MassHort to assist with certain activities related to the Greenway, which could include enhancing the space through horticulture, programming, maintenance, education and training.”

Commenting on the Collaboration Agreement, Bill McDonough, President of MassHort said, “We are happy to have reached this agreement with our friends at the Conservancy so that we can move forward together to pursue a common agenda in support of open space, horticulture and the quality of life for the citizens of the Commonwealth. Throughout its history, MassHort has always had a primary presence within the City of Boston. We see this collaboration as the next logical and most productive step in reestablishing that presence.”

Peter Meade, Chair of the Conservancy said, “This agreement is a wonderful step forward. MassHort’s exceptional understanding of horticulture, programming and education will be a tremendous asset for the Greenway. They will be a valuable partner as we move forward with the public process to determine the best uses for Parcels 19, 21 and 22, and to make the Greenway open, green, excellent, and available to all.”

-- more --

The Rose Kennedy Greenway Conservancy (www.rosekennedygreenway.org) is a private, non-profit corporation dedicated to raising broad-based support to ensure standards of excellence in the design, sustainability and use of the Rose Fitzgerald Kennedy Greenway. To secure the Greenway's future as one of America's foremost urban parks, the Conservancy will advocate for standards of consistency and excellence in design; manage its operations, working collaboratively to create, finance, promote and coordinate public programs and events; and raise adequate and stable funding to support the long-term sustainability of its public uses.

Founded in 1829, the Massachusetts Horticultural Society (www.masshort.org) is



dedicated to encouraging the science and practice of horticulture and developing the public's enjoyment, appreciation, and understanding of plants and the environment. In addition to its 8,000 members and headquarters at the 36-acre Elm Bank Horticulture Center, MassHort is best known for its annual New England Spring Flower Show--the largest indoor event in New England and, after 135 years, the longest-running of its kind in the United States. Proceeds from

the flower show help support the Society's educational programs.

###