

Garden visiting...  
is a form of gardening,  
a leisure activity,  
an art experience.

Gardens Open booklet

[WWW.GARDEN.IE](http://WWW.GARDEN.IE)

Secret of publicity!

Pages to fill and pages to sell...

Don't call me Jerry...!

Hi all..

Hi there..

News...is it?

Launch, events, anniversaries, new  
products, famous visitor.etc

80 words and photo...

brevity,

Word text and JPEG photo

1Mb plus x 3

NOT formatted!

# New media...

- Facebook, Twitter and You Tube ...?
- FREE.... time cost
- Contributor decides what to put in...publisher
- Reader decides what to read...editor

PR is great....  
but it doesn't butter the parsnips....!