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FOR IMMEDIATE RELEASE

Root Ball 2018: Irish for a Day, Green all Year

Jacksonville, FL – February 17, 2018 – For the first time in seven years, **Greenscape of Jacksonville** is pulling up the roots of its largest fundraiser of the year and returning to **The Jacksonville Zoo and Gardens** for the annual **Rootball**.

Held on **Saturday, March 17, 2018**, the **Root Ball**, produced by the **Late Bloomers Garden Club**, has as its theme ***“Irish For A Day, Green All Year.”***

According to **Anna Dooley**, executive director of **Greenscape**, the organization made the change in venue for several reasons. “We think the **Jacksonville Zoo and Gardens** is the perfect backdrop for promoting our mission of planting, protecting and promoting trees,” she says. “And we’ve also been told that in addition to the wonderful exotic animals living at the zoo, several leprechauns are rumored to live there too. There may even be a pot of gold.”

Tying the event in with **St. Patrick’s Day** will add another level of fun, Dooley says. Irish musician/songwriter (and Jacksonville transplant) **Brendan Doherty**, will perform traditional Irish songs as well as original songs from his last album, “Feels Like Home,” which Irish Music Magazine’s Seán Laffey said, “If you need a label to describe his style, think John Denver at his very best.” **Doherty** will be accompanied on fiddle by **Philip Pan**, former concertmaster for the Jacksonville Symphony and member of Canary in a Coalmine. **Pan** currently performs with folk/rock band **Folk is People** and **Mariachi Primera Costa**.

The festivities begin at **6:30 p.m.** with cocktails, festive food, music, dancing and a silent auction featuring a variety of original artwork, fine wines, gift-baskets, a putter autographed by Arnold Palmer and a catered yacht cruise on **Innisfail**, an impeccably restored 1930 Mathis-Trumpy motor yacht that hosted several U.S. presidents.

Tickets are \$130 per person and are available through **904tix.com**. Attire is “green casual.”

A portion of the funds raised at the event will be used to purchase and replant trees throughout the city that were damaged and destroyed as a result of Hurricane Irma last year.

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About Greenscape and Late Bloomers Garden Club:

In 1975, joined by their desire to improve the Jacksonville landscape, a small group of citizens began the not-for-profit organization **Greenscape of Jacksonville, Inc.** and today is credited with over 350,000 trees added to our local canopy.

Late Bloomers Garden Club, founded in 1990, is a member of **The Garden Club of America**, and **the Garden Club of Jacksonville** and contributes to the community through its civic projects and grants

Since 2007, the Late Bloomers Garden Club has partnered with **Greenscape of Jacksonville, Inc.** to produce the **Root Ball**, a fundraiser to help raise awareness of the importance of trees in Jacksonville and to assist in the support of Jacksonville’s only tree planting organization.