

SAMPLE OF PUBLICITY GARNERED FOR SPONSORS IN MAJOR NEWS OUTLETS

THE WALL STREET JOURNAL.

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A rose house in Battery Park

The Lower Manhattan Cultural Council will unveil "The White House Green House" on July 3 at 11 a.m. in Battery Park. "The White House Green House" is a functioning 40-foot-long greenhouse, painted and shaped like the White House in Washington, D.C. and filled with "Presidential" roses.

The art installation, created by Karin Giusti, will be through Election Day, Nov. 5, and will serve as the locus for a nonpartisan voter registration drive by the National Campaign for Freedom of Expression and Rock the Vote.

Jackson & Perkins, the largest rose grower in the United States, donated 200 rose plants that will grow in the green house. Varieties of roses include Mister Lincolns, J.F.K.'s, and American Prides. At the close of the installation, the roses will be donated to community gardens throughout New York City.

"The White House Green House" consists of steel frame covered with clear vinyl tent material. On the back wall is a giant one dollar bill that serves as a frame for George Washington, who never inhabited the White House, though he did commission its design and construction.

