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# News Release

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## **Award-Winning Local Business Celebrates 20 Years, Plus New Growth**

**Jenkintown, PA, April 28, 2008** – It has been quite a year for Baker Creative, the award-winning landscape design and installation company based in Jenkintown and serving the Delaware Valley. On May 7, from 6:30 pm to 8:30 pm, the firm will celebrate its 20<sup>th</sup> anniversary on the grounds of The Abington Club in Jenkintown. While the event of course will feature refreshments and entertainment, it also will focus on the combination of horticultural knowledge and inspired design that have allowed the company to flourish. There will be several show gardens from which party-goers can glean new ideas for their landscapes, and drawings for gifts certificates to Baker Creative and other local businesses. In addition, each guest will be honored with a donation from Baker Creative to Linda Creed Breast Cancer Foundation.

“There’s no rest for success,” said co-owner and Vice President Dina Baker, the marketing mind behind the business. “We were an invited exhibitor at the Philadelphia Flower Show during the first official week of our season in March, and now we’re hosting a major event in the middle of our busiest month of the year. Some might say we’re crazy, but we like to think of it as being passionate and energized about our work.”

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Baker Creative won a gold medal for design at the Flower Show, and this followed just a few weeks after receiving two gold and one silver Excellence in

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Landscape Design Awards from the Pennsylvania Landscape and Nursery Association (PLNA) for the company's work in 2007 – making seven the total number of awards from PLNA since 2004, when Baker Creative first began submitting entries.

“Gold and silver from PLNA and such high recognition at the Flower Show signify to me the pinnacle of landscape design in the Commonwealth,” remarked Brad Baker, the company's president and co-owner in this husband-and-wife led business. The Bakers met in 1979 on their first day of college at Cornell University, where Mr. Baker earned a B.S. in Floriculture and Ornamental Horticulture from the internationally acclaimed College of Agriculture and Life Sciences. In addition, Mr. Baker holds the designation of Pennsylvania Certified Horticulturist. Ms. Baker's degree is in literature and she brings a 25-year career in marketing and communication to the mix.

But two large events are not enough for the Bakers. In addition, the company has launched major offerings this year and is engaging in a new, pro bono initiative to bring to school age children greater awareness of – and interaction with – the natural environment.

“Our new offerings for our 20<sup>th</sup> anniversary year are Visionary Lighting and Sustainable Drainage,” explained Ms. Baker. “Visionary Lighting brings beauty and security to clients' night landscapes using proprietary, breakthrough concepts in the versatile, safe, environmentally-friendly LED technology. Sustainable Drainage manages the flow of water in the landscape as a key to sustaining the property over the long term.” A mix of design expertise and drainage engineering capability allows Baker Creative to address issues of controlling water by tapping into the natural flow of the property, employing environmentally sustainable methods, and supporting and even enhancing the aesthetic design of the landscape. Added to the existing Beautiful Landscapes (design & installation) and Carefree Maintenance (year-round landscape care) offerings, the new capabilities round out the Baker Creative portfolio and respond directly to the priorities that customers are expressing in 2008.

The new pro bono initiative also addresses one of today's top-of-mind issues. As media reports on ‘nature deficit disorder’ and ‘videophilia’ alert us that we may be raising a generation out of touch with the natural environment – and experiencing negative consequences of this phenomenon – Baker Creative hopes to begin reversing

this trend among local elementary to middle school children. Mr. Baker is partnering with some local schools to develop custom programs.

“The best part of all,” said Mr. Baker, “is that when you strip it down to the essentials I’m doing what I love: creating beauty; respecting and sustaining the environment; engaging with loyal, appreciative clients; interacting with bright and curious kids; adding to my community as best I can. We say we’re marking 20 years in business, but really the celebration is about being able to achieve these truly meaningful goals and the clients and associates who have helped us to do so.”

The event celebrates other local companies that Baker Creative credits with helping it to reach this milestone year, including Phase II Designs (architecture & interiors), Twist Communications (marketing), Lifestyle Magazine, Kim Sokoloff Photography and The Abington Club (aquatics, fitness & golf).

Those interested in attending the celebration or learning more about Baker Creative are invited to contact Jennifer Kroll, Office Manager, at [jenn@bakercreative.com](mailto:jenn@bakercreative.com) or 215.884.4978. For more information on the company, go to [www.BakerCreative.com](http://www.BakerCreative.com).

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