

FOR IMMEDIATE RELEASE

Media contact: Janet Haney janet@janethaney.com 415.902.4283

St. Mary's Cathedral Festival of Flowers Spotlights Church's 40th Anniversary

Free Event Includes Unique Floral Elements, Exhibits and Workshops

SAN FRANCISCO—Sept. 15, 2010—The Cathedral of St. Mary of the Assumption will host its Fourth Annual Festival of Flowers Sept. 30 to Oct. 3, celebrating the Church's 40th anniversary and bringing together 30 renowned floral designers from around the Bay Area. The free event includes an opening night gala, unique floral elements, distinctive exhibits and creative demonstrations by the artists.

For four decades, flowers have been used to decorate and augment the beauty of the 19-story-high architectural masterpiece atop Cathedral Hill in San Francisco. The Cathedral Festival of Flowers, the Cathedral Anniversary Year, will feature:

- A massive, organic, floating 30' x 15' floral display created by Waterlily Pond Design Studio with 1,500 feet of bamboo, thousands of exotic heliconia flowers and local recycled palm husks all suspended 20 feet overhead;
- An Ikebana presentation by renowned master teacher and artist Soho Sakai, who is a significant force in the contemporary Bay Area Ikebana community;
- Original demonstrations and workshops by the artists; topics range from basic floral preparation, symbolism of flowers in culture and art, an overview of the Cathedral's history and more;
- Rarely seen sacred treasures, some of which have been locked away for more than 50 years;
- An intricate Parisian gold chalice from 1883 and a custom-made vestment worn by Pope John Paul II on his Papal visit in 1987;
- The Little Flower Festival exhibit incorporating floral arrangements designed by liturgical art and environment ministers; and
- An opening-night gala on Sept. 30 from 6 p.m. to 9 p.m.; (\$75 per person).

"The Cathedral Festival of Flowers will add an extra echelon of peace and beauty to the ongoing 40th anniversary celebration," said the Most Reverend George H. Niederauer, Archbishop of San Francisco. "The Cathedral is more than a worship space; it's a gathering place for visitors far and wide to enjoy its architecture, history and spiritual traditions. The Cathedral Festival of Flowers exemplifies these ingredients."

To view a complete schedule and times, visit http://cathedralflowers.org/ or call 415.567.2020. St. Mary's Cathedral is located at 1111 Gough St., San Francisco.

About The Cathedral of St. Mary of the Assumption

The Cathedral of St. Mary of the Assumption, also known locally as St. Mary's Cathedral, is the principal church of the Roman Catholic Archdiocese of San Francisco in San Francisco. For more information about St. Mary's Cathedral, visit http://www.stmarycathedralsf.org/.