



PRESS RELEASE

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For Immediate Release

Wausau, WI – May 8th, 2024 – The Board of Directors at the Wausau Botanic Gardens realizes the recent rebranding of Monk Botanical Gardens has stirred deep emotions and sparked a heartfelt dialogue within our community. We deeply regret any distress this has caused. This decision, aimed at broadening our reach and appeal beyond our local community, has unintentionally caused concern among our valued supporters. We understand the significant role that Robert W. Monk played in establishing these Gardens, which stand as a living tribute to his vision and dedication. We want to reassure everyone that the legacy of Robert W. Monk remains at the core of our mission. His spirit and dedication continue to inspire our work, and we are committed to ensuring his name is synonymous with the Gardens' identity and heritage.

In the wake of recent feedback, we recognize how deeply our community cherishes the personal and collective memories associated with the Gardens. Many of you have shared stories of days spent in the garden that Mr. Monk cultivated. These gardens are not just a place, but a space where community, nature, and history have grown together. In recognizing this, we are exploring additional ways to honor Robert W. Monk's legacy further, and in a manner consistent with the voices we have heard from the community.

We acknowledge that changes are necessary for growth, but not without thoughtful consideration and input from our community. As we progress with the reintroduction of Robert W. Monk's name into our branding efforts, we seek to reflect both our heritage and future aspirations. Your input has been and will be appreciated as we progress. The Gardens shall be known to be a Robert W. Monk legacy. Your input is crucial as we navigate these changes together.

For further information and more participation (see Monk Stories), please visit www.monkgardens.org.

About the Wausau Botanic Gardens

The Wausau Botanic Gardens' mission is to cultivate well-being in people, communities, and the environment with experiences that engage, educate, and inspire. Wausau's Happy Place serves over 11,000 community members through its educational programs and over 64,000 visitors yearly. The Gardens is a place for education, reflection, and rejuvenation. The Gardens is the only organization providing public environmental education services within Wausau. Creating a personal connection to the natural world sets the stage for lifelong learning, healthy living, and a genuine commitment to conservation. Wausau Botanic Gardens is located at 1800 N 1st Ave, Wausau, WI, and is a 501c3 non-profit organization supported by donations, memberships, and private foundations. For more information, go to www.wausaubotanicgardens.org.