



## **HerbDay 2006 Scheduled for October 14<sup>th</sup>; Events Planned to “Celebrate Herbs and Herbalism”**

Five national non-profit organizations working together as the HerbDay Coalition<sup>1</sup> announced today that the first annual HerbDay will be held on Saturday, October 14, 2006 – and you are invited!

HerbDay is a coordinated series of public educational events celebrating the importance of herbs and herbalism through harmonized, independently planned activities that will occur on October 14, 2006 or during the week leading up to that date. The activities will occur at retail stores, botanical gardens and parks throughout North America. HerbDay activities will be designed by each hosting venue who will have broad latitude in selecting its own events, such as lectures and workshops by well-known herbalists; herb walks; in-store cooking demonstrations featuring herbs and spices; seasonal herbal handcrafts; in-store herbal beauty product demonstrations; presentations by herb company representatives; activities with herbal themes for children; etc.

Many segments of the herbal community will be hosting events, providing sponsorship and financial support. It is not too early to start developing ideas for local HerbDay activities so that no town or city is inadvertently left out of the celebration. The public is invited to participate in all activities and to encourage local retailers, botanical gardens, and other locations to plan and host events.

In addition to local and regional events, the HerbDay Coalition may produce one or more “keynote” events potentially involving congressional members. A series of national events are tentatively scheduled at the U. S. Botanic Garden on October 12, 13 and 14.

“We are extremely pleased to be part of this group of national organizations working together cooperatively to create such an important event” said Michael McGuffin, President, American Herbal Product Association. “We have designed a very innovative and dynamic opportunity to bring a positive message about herbs to the public in their own communities” added Wayne Silverman, PhD, Chief Administrative Officer of the American Botanical Council. McGuffin and Silverman are both members of the HerbDay Coalition.

Visit [www.herbdays.org](http://www.herbdays.org) to review the initial menu of ideas that the HerbDay Coalition has developed. This website will be utilized as the primary location for organizing and disseminating information about HerbDay activities and resources. A registration feature will be added as new events are added to the site so that a record of planned events and participation will be continually updated. Join the herbal celebration!

---

<sup>1</sup> American Botanical Council (ABC); American Herbalist Guild (AHG); American Herbal Pharmacopoeia (AHP); American Herbal Products Association (AHPA); and United Plant Savers (UpS).