



**UT** Gardens and Mark Fuhrman have partnered to bring East Tennessee a holiday event that will delight children of all ages and become an area favorite for years to come. *Holiday Express at the UT Gardens* features model trains nestled in a miniature village under 4,000 square-feet of covered space throughout the Thanksgiving and New Year holidays. *Holiday Express* presents a unique sponsorship opportunity that will attract the attention of thousands of potential customers and will support the educational and research programs of the UT Gardens, a part of the UT Institute of Agriculture.

*Media Sponsors:*



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**UT Gardens**

2431 Joe Johnson Drive  
Knoxville, TN 37996  
(Just off Neyland Drive)

[utgardens.tennessee.edu](http://utgardens.tennessee.edu)



November 26, 2008  
through  
January 4, 2009

THE UNIVERSITY of TENNESSEE   
INSTITUTE of AGRICULTURE

# HOLIDAY EXPRESS

at the UT Gardens

*H*oliday Express at the UT Gardens is a 4,000-square-foot garden railway display nestled in the beauty of the fall and winter UT Gardens.



Featuring garden-scale model trains running through a perfectly proportioned miniature landscape, complete with rivers and waterfalls and decorated for the holiday season, the *Holiday Express* depicts the railroad history of the East Tennessee area over the period of the 1930s to present day. Visitors of all ages will be mesmerized by the miniature landscape that incorporates approximately a quarter mile of track featuring loops, tunnels, bridges, trestles and 10 different rail lines. The display contains elaborate, three-dimensional, to-scale replicas of existing area architecture during the eras depicted. These structures are amazingly accurate in detail so much so that visitors will recognize some of their favorite scenes from the East Tennessee landscape within the fictional town of Ravensford. Children of all ages will see the Ravenfork Lumber Company, Elmo's Machine Shop, a water-powered grist mill, a log cabin farm scene with a cantilevered barn, and much more.

## UT Gardens

One of the community's finest treasures, the UT Gardens feature more than 1,000 woody plants under long-term observation and 2,000 varieties of herbaceous plants evaluated annually. Not only do the

Gardens function as an outdoor laboratory, but they serve as public gardens, sharing their beauty



with over 50,000 visitors per year. The gardens are planted to demonstrate each plants' ideal use in the landscape. In this manner, visitors are not only able to see what plants thrive and flourish in the Tennessee climate but get ideas on garden design and how to use plants in their own landscapes and gardens as well. A teaching and research facility, the UT Gardens were established in 1983 by the UT Institute of Agriculture Department of Plant Sciences. The gardens are recognized as one of only 34 official All American Selections (AAS) test sites in the United States.

## Mark Fuhrman Complete Landscape Services

A train enthusiast, Mark Fuhrman has been a long-standing participant of the Dogwood Arts Festival's Home and Garden Show where he wows crowds with his creations. He has now partnered with the UT Institute of Agriculture and UT Gardens to bring his wonderland to a larger audience of Knoxvilleians. Fuhrman customizes each train car and building by hand with a passion and care that has resulted in one of the largest train collections in East Tennessee. His only motivation is his love of trains, their history, and seeing joy on the faces of children and adults.

## Sponsorship Opportunities

### \$5,000 Train Sponsor:

Sponsor's identity will be solely featured on an entire train and on all promotional materials. Train can be customized according to sponsor's wishes. Sponsor will receive the entire train after the event.

### \$1,000 Car :

Train car will be customized with sponsor's logo and/or miniature version of sponsor's product. Sponsor will receive the finished car after the event.

### \$500 Billboard:

Miniature billboard with sponsor's logo or advertisement will populate the landscape.

### \$250 Logo:

Sponsor's logo will appear with others on one train car.

If you are interested in sponsorship, please call or e-mail:

Lorna Norwood

865-974-7141

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"Another rare specimen being delivered to: The UT Gardens  
Made possible by: The Friends of the UT Gardens"

approximately 7" tall