

**For Immediate Release**

20TH ANNUAL  
*Hats in the Garden*

**Preserve enhancements, access, focus of Garden's 2024 fundraiser**

**NAPLES, FL – March 25, 2024** – Naples Botanical Garden celebrated the 20<sup>th</sup> Annual *Hats in the Garden* on Wednesday, March 20. With more than 700 guests in attendance, this year's event raised over \$4 million, including \$2.5 million that Barbie Hills, the event chair, and the Sustaining Leadership Council will dedicate to supporting the event's Fund-a-Need focus: preparation of the Garden's 90-acre Preserve for future enhancements. The Fund-a-Need amount includes a generous pledge of \$1 million made by Jerri and Dave Hoffmann of the Hoffmann Family of Companies.

The Preserve features restored Florida ecosystems and rare native plants. It is a peaceful and serene space — nourishing for the soul — yet not widely experienced among the Garden's 260,000+ annual visitors. An eco-friendly tram will go to the Preserve, making the Garden's natural areas more accessible and inviting. Expanded pathways, boardwalks, restrooms, and shade will open the way to these natural areas.

For two decades, *Hats in the Garden* has served as Naples Botanical Garden's primary fundraiser, advancing its mission to connect people with plants. The 2024 event, "Runways," featured a champagne reception, luncheon, a Carolina Herrera

runway show powered by Saks Fifth Avenue, and celebrated all that makes this special event renowned.

The next *Hats in the Garden* is scheduled for March 26, 2025.

*Hats in the Garden* is presented by William Raveis Real Estate.

**More on Hats in the  
Garden**

For media questions, please contact [media@naplesgarden.org](mailto:media@naplesgarden.org).

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## About Naples Botanical Garden

Naples Botanical Garden is where plants and people thrive together. In addition to our 170-acre showcase for tropical plants, the Garden offers a uniquely beautiful, natural, and ever-changing experience to bring our diverse community together to enjoy companionship, refuge, learning, and celebration.

Hours of operation are 9 a.m. – 5 p.m. (8 a.m. early entry for Members). Visit [naplesgarden.org](https://www.naplesgarden.org) for details.

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