

Descanso Gardens

Descanso Gardens Media Pass Policy:

The Descanso Gardens media pass policy is designed to give working media and influencers an opportunity to experience the gardens during regular hours and programming (outside of *Carved* and other special events). All decisions regarding media passes are at the discretion of Descanso Gardens. The following information is meant to serve as a guideline to help media determine whether they may be eligible for consideration or not

Qualifying positions include the following (focusing primarily on consumer, travel, lifestyle, entertainment, family, horticultural or related fields):

Print Media: Editors, reporters, photojournalists, publishers, managing/assignment editors and freelance writers

Broadcast Media: News producers, news directors, news reporters, managing/assignment/ planning editors, news writers, editorial web producers, photojournalists and meteorologists

Online Media/Influencers: Qualified bloggers, influencers who meet our requirements, freelance writers with assignments, editors affiliated with established news organizations/approved online media/established social media entities

Positions that do not qualify for media passes include sales, promotions, programming, technical, clerical, engineering, management, production, and graphics.

Media Passes for *Carved*:

Because of the incredible popularity of *Carved*, we cannot accommodate all of the requests we receive. Media and influencers will have the chance to experience the event at a special Press Preview when *Carved* opens, and thereafter on a case-by-case basis. All media and influencers requesting media passes after the Press Preview must have an assignment or agree to cover the event. Again, all decisions regarding media passes are at the discretion of Descanso Gardens.

All requests must be made through our PR department. **Please contact Kim Sudhalter at Urban Legend PR, kim@urbanlegendpr.com.** Once approved, media passes can be picked up at the Will Call window with a current government-issued photo ID or passport and a business card.

We thank you for your interest in Descanso Gardens and appreciate your coverage.