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FOR IMMEDIATE RELEASE



**BIRDWOOD AND THE BOAR'S HEAD HAVE SHARED HISTORY
IN THEIR *GREEN* EFFORTS.**

Charlottesville, Virginia, July 12, 2011: In 1818, Jessie Garth sold Birdwood, 689.5 acres, to his brother, William Garth. Between 1819 and 1830, William Garth, one of the most successful planters of antebellum Albemarle County, built Birdwood, his plantation home. Under Garth's ownership, Birdwood became one of the most successful farming operations in Albemarle County.

Honoring William Garth's interest in scientific advances in agriculture and The Boar's Head commitment to the environment, The Boar's Head has secured the services of some local goats to till, chew through and break down vegetation around the Birdwood plantation home site. Their hope is that the goats will hinder the growth of invasive plants like privet, kudzu, and honeysuckle.... without the use of pesticides or other toxic methods.

Jace Goodling, who owns and operates this rental business, calls the company *Goat Busters* because of the animals he is supplying to The Boar's Head. "A goat's life consists of eating, sleeping and chewing cud. That's what they are going to be doing 24/7," said Goodling. "They knock the plants back enough that it will give the native species a chance to come back and thrive in this area," Goodling explained.

In all, 31 goats and two watch dogs will be weeding a hedgerow at the Birdwood plantation home site between the fifth and sixth holes of The Boar's Head golf course. The goats arrived Thursday morning and they will be here for several weeks.

The Boar's Head is employing the animals because they are more cost-effective and environmentally-friendly than using chemical treatments. After the goats' work is complete, Boar's Head grounds crews will follow up with tree maintenance and replanting. These methods comprise an effort to integrate the Birdwood Mansion into a healthy and more natural area around The Boar's Head Birdwood Golf Course.

"The Boar's Head and the University of Virginia Foundation are proud to be part of the resort's green initiatives by demonstrating its commitment to its Audubon certification, golf's environmental gold standard, as well as the Virginia Green initiative," said Boar's Head General Manager Matt Harris. "Our goal is to engage our guests and associates in

environmental stewardship whenever and wherever we can. Besides, the goats are amazing to watch and they are playful!”

Wouldn't William Garth be pleased to know that The Boar's Head and the University of Virginia Foundation are following his lead in stewardship!

For a look behind the scenes at the Audubon certification, the Virginia Green processes, and the vision behind these programs, click on their websites, www.auduboninternational.org/ and www.deq.state.va.us/p2/virginiagreen/ respectively.

The Boar's Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports club, award-winning tennis, championship golf, a luxury spa, children's programs. It also has currently 22,000 square feet of meeting space, including our meeting and social pavilion. The Boar's Head lies in close proximity to attractions such as Monticello, the Blue Ridge Mountains, and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

For more information or to make reservations, please call The Boar's Head at 434.296.2181 or 800.476.1988, or visit the resort's web site at www.boarsheadinn.com.

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