



PRESS RELEASE

January 27, 2017

For immediate use

Contact: Jennifer Peterson, Communications Manager, NC Botanical Garden, 919-962-9457;
jennifer.peterson@unc.edu; <http://ncbg.unc.edu>

Hollow-stem joe-pye-weed named 2017 North Carolina Wildflower of the Year

Chapel Hill – Hollow-stem joe-pye-weed (*Eutrochium fistulosum*), a perennial member of the sunflower family (Asteraceae) native to the eastern and south central United States, has been named the 2017 North Carolina Wildflower of the Year by the North Carolina Botanical Garden (NCBG) and the Garden Club of North Carolina, Inc.

From mid-summer through early fall, hollow-stem joe-pye-weed comes into full glory with dramatic clouds of large domed flower heads composed of many tiny nectar-rich, mauve-pink flowers that attract multitudes of butterflies, bees, wasps and other nectar-feeding insects. In the wild, hollow-stem joe-pye-weed can be found in moist woods, bogs, meadows, marshes and roadside ditches, and it can grow up to eight feet tall. In average to wet soil and full to filtered sunlight, it can serve as an impressive and pollinator-friendly member of a home garden landscape.

Its hollow stems distinguish it from other joe-pye-weed species. Legend has it that “Joe Pye” refers to the Christian name taken on by Mohegan sachem and healer Shauquethqueat, who purportedly used infusions of the plant to treat typhus in 18th century Massachusetts.

For a Wildflower of the Year brochure and packet of hollow-stem joe-pye-weed seeds, send a stamped, self-addressed, business envelope with attention to NCWFOY 2017 to North Carolina Botanical Garden, UNC–Chapel Hill, CB 3375, Chapel Hill, NC 27599-3375.

The NCBG and the Garden Club of North Carolina work together to promote the use of native plants in home gardens. Each year since 1982, a showy, native perennial has been chosen and seeds of that wildflower have been distributed to interested gardeners. To view a list of the past 35 North Carolina Wildflowers of the Year, visit the Garden’s website: ncbg.unc.edu/north-carolina-wildflower-of-the-year

The NCBG, part of the University of North Carolina, is a 1,000-acre assemblage of display gardens and natural areas. The Garden celebrated its 50th anniversary in 2016 and is nationally known as a center for the study, display, interpretation and conservation of plants. Through its educational, recreational, therapeutic horticulture and research programs, it extends opportunities for connection with nature to



people of all abilities and backgrounds. The Garden is open Tuesday through Saturday and admission is free. Information at <http://ncbg.unc.edu>.

The Garden Club of North Carolina includes approximately 265 garden clubs with over 6,500 individual members throughout North Carolina. As a member of National Garden Clubs, Inc., this organization is active at national, state, and local levels in promoting gardening and horticulture, environmental improvements in urban areas, and protection of natural resources.

The University of North Carolina at Chapel Hill, the nation's first public university, is a global higher education leader known for innovative teaching, research and public service. A member of the prestigious Association of American Universities, Carolina regularly ranks as the best value for academic quality in U.S. public higher education. Now in its third century, the University offers 77 bachelor's, 113 master's, 68 doctorate and seven professional degree programs through 14 schools and the College of Arts and Sciences. Every day, faculty – including two Nobel laureates – staff and students shape their teaching, research and public service to meet North Carolina's most pressing needs in every region and all 100 counties. Carolina's more than 308,000 alumni live in all 50 states and 150 countries. More than 167,000 live in North Carolina.

###

An illustration and photos of hollow-stem joe-pye-weed are available upon request.