



News Release:  
October 30, 2010

Contact:  
Geri Laufer, PR [gerilaufer@gmail.com](mailto:gerilaufer@gmail.com)  
Kate Chura, Executive Director  
[kchura@sehort.org](mailto:kchura@sehort.org)

## Legendary Football Coach Vince Dooley's Second Career is Gardening

The Southeastern Flower Show  
Presented by the Southeastern Horticultural Society  
***In Tune With Blooms***  
February 25-27, 2011 at the Cobb Galleria Centre, Atlanta, Georgia

ATLANTA, GA— The 'winningest coach' in college football has turned to plants and gardening in his retirement and has been named Honorary Chair of the 2011 Southeastern Flower Show, presented by the Southeastern Horticultural Society.

Meet **Coach Vince Dooley** and hear him describe falling in love with plants at the Southeastern Flower Show at 11 am on February 25 at the Cobb Galleria on the Home Depot Stage. He is the Brumley Memorial and Franklinia Speaker. Afterward, have Vince Dooley sign his new book, entitled *Vince Dooley's Garden, The Horticultural Journey of a Football Coach* (Looking Glass Books, 2010).

**Vince Dooley** noted, "I am proud to be associated with the Southeast Horticultural Society and Flower show, and the immensely popular industry it promotes. Gardening has been a wonderful vehicle that enables me to satisfy my passion for exercise physically, mentally, and spiritually."

The name Vince Dooley is synonymous with "football" in the South. A member of the College Football Hall of Fame since 1994, Vince Dooley possesses one of the most recognized names among sports heroes. He coached the University of Georgia Bulldogs to the 1980 national championship title and six SEC championships. Not once but twice he was honored as NCAA National Coach of the Year.

After an extraordinary 40-year football adventure, the retired Vince Dooley has reinvented himself, becoming as passionate about plants as he once was about his players. Auditing courses with world-renown UGA professors Dr. Michael Dirr and Dr. Allan Armitage fired his imagination, and he became an avid master gardener. Coach Dooley gradually trialed plants and created a dream garden and luscious lawn in his beloved town of Athens, Georgia where he resides with his wife, Barbara. A life-long learner and student of nature, Coach Dooley has traveled the world viewing gardens, and has written a new book detailing his “horticultural journey”, that is beautifully illustrated by the renowned and talented artist Steve Penley. He is the author of several other books including his well-received memoir, *Dooley: My 40 Years At Georgia*.

The University of Georgia Athletic Association and the Department of Horticulture honored Coach Dooley by endowing a professor in his name. In his own garden, the former UGA Athletic Director has a sturdy hydrangea that can withstand late spring freezes, named *Hydrangea* “Dooley” by Dr. Michael Dirr. There is also a *Camellia* named “Vince Dooley” in his honor.

For additional information about the Flower Show and the Southeastern Horticultural Society or to join the SHS, visit <http://www.sehort.org> or phone 404-351-1074 during business hours.

#### About the Southeastern Horticultural Society

The Southeastern Horticultural Society (SHS) is a nonprofit membership organization dedicated to promoting the knowledge, art and enjoyment of horticulture throughout the Southeastern United States (including Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee) through community outreach, education, events, resource sharing and the annual presentation of the Southeastern Flower Show. <http://sehort.org>.

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Editors/Producers: Contact Geri Laufer, [gerilaufer@gmail.com](mailto:gerilaufer@gmail.com) 404-586-0686, to arrange an interview with the Southeastern Flower Show Honorary Chair Vince Dooley or with 2011 Show Chairs Mary and Felton Norwood, Southeastern Horticultural Society Executive Director Kate Chura or any of the major players.