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MEDIA CONTACT:

Laura Vanderpool
Parsons Public Relations
206-789-5668 (*please do not publish*)
laura@parsonspr.com

FOR IMMEDIATE RELEASE

A Fresh Bouquet of Features Turns Northwest Flower & Garden Show into a Festival of Flowers and Fun for Everyone!

18th Annual Northwest Flower & Garden Show

February 8 – 12, 2006

1-800-229-6311

www.gardenshownw.com

(Seattle, Wash.) – Seattle’s annual spring garden festival, the Northwest Flower & Garden Show, is abloom with exciting new features to entice not only gardening enthusiasts but families, urban dwellers, new homeowners, novice gardeners, industry professionals and more.

In the true spirit of a festival, the show offers eight acres of eye-popping and inspiring features and exhibits to delight showgoers of all ages, including 24 full-size display gardens that showcase the unique and innovative visions of top Northwest landscape designers and nurseries, over 100 offerings in the seminar series, the brand new **Sproutopia: A Place for Kids!** offering lots of kid-pleasing activities, an unparalleled shopping experience featuring juried exhibitors, and numerous specialty exhibits.

The 18th annual Northwest Flower & Garden Show takes place February 8 – 12, 2006 at the Washington State Convention Center in downtown Seattle.

The Display Gardens

Offering a sneak peek at the emerging trends of the season, the Display Gardens are the most highly anticipated element of the Show. Designed by some of the Pacific Northwest’s most prestigious nursery and landscape professionals, the 24 full-size garden spaces offer a wealth of phenomenal design ideas and inspiration. This year’s gardens illustrate a variety of concepts, including an ecologically sustainable reflection garden that explores the cycles of life, an environmentally friendly storybook fantasy garden that will delight the child in all of us, a recreation of a famous urban garden in Morocco, a garden showcasing a wealth of small-space ideas, an eclectic display of rare collector specimens, a garden featuring a broad array of red-hued plants, and more!

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Three horticultural experts will judge the Display Gardens and speak in the *Sunset* Seminar Series. The Show is honored to host these distinguished judges:

- **Laurie Olin** – Celebrated author and landscape architect
- **Ron Rule** – Renowned garden designer and lecturer
- **Timothy Walker** – Director of the University of Oxford Botanic Garden

The *Sunset* Seminar Series

The Northwest Flower & Garden Show Seminar Series, sponsored by *Sunset*, holds the distinction of having the largest collection of seminar offerings in the world. International, national and regional experts will speak on a broad range of topics including designing garden sanctuaries, edible gardens, small space gardening, natural gardens with style, pruning, garden gear and gadgets, worm composting and much more. With over 100 *complimentary* (with purchase of ticket) seminars and hands-on demonstrations on five stages, there's a broad range of topics to interest every garden enthusiast. To help showgoers navigate the many selections, this year's series program features helpful icons to indicate seminars that are best for beginning gardeners, seasoned gardeners, families with children and small-space gardeners. See www.gardenshownw.com for a complete list.

Specialty Exhibits

A broad range of specialty exhibits and features abound to delight showgoers. Highlights include:

New this Year!

- 🌿 **Sproutopia – A Place for Kids!** – An entire area devoted to kids, including daily performances by local celebrities and the Seattle Children's Theatre, hands-on activities and story time presented by the Seattle Public Library. Performances will take place on the **Sprouts Stage**, where kids will be introduced to gardening, bugs, bats, worms and more!
- 🌿 **Destination Living by Windermere Real Estate** – Experience second-home living in this exciting new feature where showgoers can tour through an exhibit of five enticing vacation home environments from the coast to the mountains and more!
- 🌿 **Ask the Experts** – Representatives from the WSU Master Gardener program will be available each day of the show to answer questions and give free advice on a broad range of gardening topics.
- 🌿 **“A Place to Take Root”** – The first exhibit devoted to the evolution of the common flower pot will be presented by the Northwest Horticultural Society. This traveling museum piece will include a display of significant replicas and live demonstrations.
- 🌿 **Amateur Competition** – Showgoers are invited to show off their green thumbs by entering houseplants, floral arrangements or cuttings to be showcased at the Show. An application can be downloaded from www.gardenshownw.com/highlights.php.
- 🌿 **Flower Market** – Visitors can purchase hand tied bouquets crafted from a variety of local and exotic stems, as well as create their own custom bouquets to take home from the show.
- 🌿 **Green Industry Conference** – While at the Show, industry professionals can attend 10 one-hour presentations on topics such as organic landscape care, efficient irrigation systems, marketing and building business, and more.

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Returning Favorites

- 🌿 **Flora Fantasia – Twice as big as last year**, this eye-popping display, inspired by England's Chelsea Flower Show Pavilion, showcases premier local nurseries artfully displaying their most beautiful stock of blooms.
- 🌿 **Container Garden Exhibition** – A show favorite, the container garden exhibition is where professional designers and nurseries present a broad range of innovative ideas.
- 🌿 **Educational Exhibits** – A wealth of learning opportunities will be presented from not-for-profit organizations and local horticultural societies.
- 🌿 **Great Plant Picks**– Showgoers will be the first to see the 2006 Great Plant Picks, which debut annually at the Show. Great Plant Picks is a plant awards program designed to help home gardeners identify unbeatable plants for their Pacific Northwest gardens.
- 🌿 **Ikebana** – The ancient and elegant art of Ikebana floral displays showcases concepts of balance and harmony.
- 🌿 **Funky Junk** – A fun display of creative garden uses for throwaway stuff designed by area high school students and non-profit organizations.
- 🌿 **Orchid Exhibit** – A visual and aural treat, vendors come from around the globe to showcase their exotic gems. These amazing plants will be on display and for sale.
- 🌿 **Meet the Plants** – New varieties and reintroduced plants will be on display by area nurseries and plant growers.
- 🌿 **Floral Competition** – The atrium area is where the Seattle area's best local florists vie for top honors with artful floral displays.

Shopping at the Show

The show is a paradise of gardening delights, offering an unparalleled shopping opportunity for all. From the Marketplace, where hundreds of retail exhibitors and artisans will offer upscale garden-related products and services, to the Plant Market, where an amazing variety of plants will be sold, there are unlimited ways to take a little spring home after the show.

Ticket Information – New and Improved Price Structure!

Tickets to the 2006 Northwest Flower & Garden Show are \$16 in advance (purchased by February 7), \$19 at the door, \$11 for a half-day ticket (after 3:00 p.m., Sunday 2:00 p.m. at the door only), \$15 for groups of 20 or more, \$3 for a child (ages 6-17), and children five and under are free. The **All-Show Pass** is available for \$65 and is good for all five days of the Show. New this year are a **Two-Day Pass** for \$28; a **Premium Ticket** for \$48 that is available to the first 1000 buyers and includes exclusive viewing of the display gardens from 8 - 9 a.m., valet parking, and tote bag; and an **\$8 Student Pass**, for students ages 25 years and younger (must present valid student ID at door). Visitors are encouraged to purchase tickets in advance. Not only is the ticket less expensive, but ticket lines at the door will be avoided. Advance tickets are available for purchase at numerous nurseries and garden stores throughout the Pacific Northwest, and on line at www.gardenshownw.com. A new convenience this year, showgoers can visit the Show's website, www.gardenshownw.com, to order tickets and print them out on their home computer.

Our Sponsors

The Northwest Flower & Garden Show is grateful for these outstanding sponsors:

- 🌿 Show sponsors: Windermere Real Estate, Alaska Airlines, Sunset , Monrovia, and The Seattle Times
- 🌿 Garden sponsors: Marenakos Rock Center, Sawdust Supply and Sound Turf Farms

About the Show Producer – Salmon Bay Events

Founded in 1979, Salmon Bay Events (SBE) is owned by Chairman Duane Kelly. In addition to producing the Northwest Flower & Garden Show, SBE also produces the San Francisco Flower & Garden Show. The San Francisco Flower & Garden Show benefit from the financial investment and show expertise provided by their partner, Universal Shows, Inc., based in San Francisco, California.

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Attention Editors/Reporters:

To request photos of last year's gardens or to arrange interviews, please call Laura Vanderpool or Sonya Poland at Parsons Public Relations, 206-789-5668.