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America in Bloom to Showcase the Social and Economic Benefits of Plants at the Philadelphia Flower Show

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For the second year in a row, America in Bloom (AIB) will have stunning display garden at the world famous Philadelphia Flower Show. Held from March 2 – 10 in Philadelphia, the Philadelphia Flower Show is the largest, oldest and most prestigious in the country. This year's theme, "Brilliant" highlights the culture, design, landscapes, and gardens of Great Britain.

AIB's exhibit coordinator, board member Delilah Onofrey, partnered with Spring Meadow Nursery and Peace Tree Farm to supply plants to support the theme. Display designers from Longwood Gardens, Jim Sutton and Laura Culver developed the design of the garden as a gift to America in Bloom.

She commented, "Britain is known for its stunning gardens, personal and public landscapes. In fact, Britain in Bloom is one of the models on which America in Bloom is based. America in Bloom brings communities to life by demonstrating the social and economic benefits of plants."

The display will feature plants bred by Suntory Flowers, including Senetti pericallis and Surfinia petunias. Plants from Proven Winners include Chardonnay Pearls Deutzia, Snowday Surprise Pearl Bush, and Bloom-a-Thon Pink Double Azalea.

In addition, another AIB board member, Evelyn Alemanni, will be speaking at the show on Monday, March 4 at 10:45 a.m. Her topic is "Begonias Beyond the Balcony - bringing Beauty to Your Entire Town". She will also be signing the "Ten Years of Best Ideas" book that she wrote and donated to AIB.

AIB judges Katy Moss Warner, Evelyn Alemanni, and Barbara Vincentsen will also serve as flower show judges.

Details of the display garden can be found at <http://americainbloom.org/Events/Philadelphia-Flower-Show-2013.aspx>.

America in Bloom is an independent, non-profit 501(c)(3) organization dedicated to promoting nationwide beautification programs and personal and community involvement through the use of flowers, plants, trees, and other environmental and lifestyle enhancements.

America in Bloom provides educational programs, resources, and the challenge of a friendly competition between participating communities across the country.

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