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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 Immediate Release

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For the first time, America in Bloom (AIB) will have an exhibit (booth 60 in Concourse B) at the world famous Philadelphia International Flower Show. Held from March 4 – 11 in Philadelphia, the Philadelphia Flower Show is the largest, oldest and most prestigious in the country. This year's theme is *Hawaii: Islands of Aloha*.

AIB's exhibit coordinator, board member Delilah Onofrey, partnered with Costa Farms, Knox Nursery, Peace Tree Farm and the National Foliage Foundation to supply plants to support the tropical theme. Eckert's Greenhouse will provide iron poles and baskets to create a park-like street scene and Campania will supply decorative planters.

She commented, "Even in an island paradise like Hawaii, great communities don't just happen. It takes a great deal of thought and tender loving care to create a sense of place. There's no better way to communicate life and vitality than through beautiful plantings. That's why more landscape architects are creating the "wow" factor by placing bold tropical foliage in urban settings, even in northern climates. Colorful annuals communicate color at eye level in hanging baskets and planters. The backdrop may be green and serene or gray concrete, but color commands attention. 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 Sun Parasol mandevillas, Senetti pericallis, Surfinia petunias and Temari and Tapien verbenas, in an exhibit designed by Troy Taylor of Taylor Environments in Ft. Lauderdale, Fla., who has previously won the People's Choice award for his work at the show.

Each visitor to the AIB exhibit will receive a complementary copy of AIB's new educational brochure, "Discover the Surprising Side of Plants" which highlights the benefits that plants bring to our lives in many ways.

In addition, another AIB board member, Evelyn Alemanni, will be speaking at the show on Saturday, March 10 at 1 p.m. Her topic is "Planting Pride: Growing Great Communities". She will also be signing the "Ten Years of Best Ideas" book that she wrote and donated to AIB.

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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