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For Immediate Release

Evening in Bloom and “Hort Couture” Unveil Spring in Grand Style
Chicago Flower & Garden Show Preview and Fashion Show Benefits Nonprofit

CHICAGO (Nov. 10, 2017) – Demonstrating how flowers never go out of style – they just go underground and take the cold season off -- the annual Evening in Bloom preview party for the 2018 [Chicago Flower & Garden Show](#) kicks off springtime in the city on Tuesday, March 13 from 6 p.m. to 9:30 p.m. inside [Navy Pier](#)'s Festival Hall.

Evening in Bloom, which features a “Hort Couture” fashion show along with a sneak peek at the grand gardens and tastings from some of the city’s top chefs, benefits [Bernie’s Book Bank](#), a non-profit organization with a mission to increase book ownership among at-risk children. Bernie’s Book Bank is a partner in the 2018 Chicago Flower & Garden Show, which has a theme of “FLOWERTALES: Every Garden Has a Story to Tell.”

“We are trying to make the 2018 Chicago Flower & Garden Show like no other, with flowers, food and fashion and by partnering with Bernie’s Book Bank. The Hort Couture theme of Evening in Bloom is just one way we are reaching above and beyond to provide a true experience for our visitors, beginning with the preview,” says Tony Abruscato, director of the Chicago Flower & Garden Show.

As they get a unique first look at the Chicago Flower & Garden Show’s stunning gardens and floral displays before and after the Hort Couture fashion show, party-goers at Evening in Bloom will enjoy musical entertainment, sample fine wines, specialty cocktails and tastings from some of the city’s notable culinary professionals.

Tickets to Evening in Bloom and Hort Couture are \$175 and may be purchased at www.chicagoflower.com. The Chicago Flower & Garden Show is open to the public from Wednesday, March 14 through Sunday, March 18.


For year-round good-gardening information, show schedules, travel information, individual and group ticket discounts, and more, visit www.chicagoflower.com and subscribe to the show's e-newsletter. The show is easily found on all social media sites by searching "chicagoflower."

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Caption for above photo: The 2018 Evening in Bloom preview for the Chicago Flower & Garden Show features a "Hort Couture" theme spotlighting fashions inspired by nature.

Editors, please note: Video and photos from the 2017 Chicago Flower & Garden Show – as well as news releases, story leads and feature profiles supporting the 2018 Chicago Flower & Garden Show – are available for download and use. Visit the News & Blog tab regularly at www.chicagoflower.com for information, updated frequently throughout the year. Contact the press representative on this release for additional information, including customizable stories and year-round story leads, interviews, show press passes, celebrity show presenter schedules, and travel information for national and international reporters.

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