



Media Contact:

Sue Markgraf
GreenMark, 847-917-9654
smarkgraf@greenmarkpr.com

For Immediate Release

Chicago Flower & Garden Show Presents
“FLOWERTALES: Every Garden Has a Story to Tell”
Spring comes up early, March 14-18 at Navy Pier

CHICAGO (Jan. 15, 2018) – Time to book it to Chicago’s Navy Pier! The 2018 [Chicago Flower & Garden Show](#), with a theme of “FLOWERTALES: Every Garden Has a Story to Tell,” interprets the unique role flowers, plants and gardens play in the stories of our lives.

A new chapter of this legacy event begins with re-designing the show’s traditional nine-day run to five days. The show runs Wednesday, March 14 through Sunday, March 18 at Navy Pier, with extended daily hours from 10 a.m. to 8 p.m. The popular “Evening in Bloom” charity preview will be held from 6 p.m. to 9:30 p.m. on Tuesday, March 13, featuring the grand gardens, culinary delights and a fashion show, “Hort Couture.”

The Chicago Flower & Garden Show’s own story began in 1847 as a flower and fruit exposition. One of the oldest of its kind in the country, the Chicago Flower & Garden Show was also one of the first consumer shows held at Navy Pier when it first opened to the public in 1916.

Since its earliest days, the Chicago Flower & Garden Show reinvents itself every year to help thousands of visitors from all over the country find relaxation, inspiration, education and motivation for enhancing their own outdoor spaces, while cultivating the next generation of gardener. The story continues in 2018, when the Chicago Flower & Garden Show partners with [Bernie’s Book Bank](#), a non-profit organization whose mission is to increase book ownership among at-risk children.

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Chicago Flower & Garden Show 2018 // Add One

“Bernie’s Book Bank will open the show with an exciting entrance garden that celebrates the rich experiences books and gardens bring to our lives, from childhood through adulthood,” says Tony Abruscato, show owner and director. “They’ll also set the tone for the show, with more than 20 experiential gardens and a newly redesigned Home & Garden Marketplace.”

Following a successful 2017 show that drew 40,000 visitors, the 2018 Chicago Flower & Garden Show will feature book-themed display gardens and vignettes showcasing hydrangeas, azaleas, tulips, edibles, small spaces, water features and urban design. Visitors will experience gardens from the Chicago High School for Agricultural Sciences, Racine Zoo, Chicago Sculpture Exhibit, Aquascape, Women’s Journey in Fiber and more, as well as window boxes from Garden Clubs of Illinois and tablescapes by noted event and floral designers. “From Aquascape’s interpretation of Neverland to the Emerald City built for Suburu, the gardens bring to life a variety of favorite tales,” says Abruscato.


In addition to walkable gardens built by the industry’s notable professionals, the revamped Chicago Flower & Garden Show includes daily presentations led by nationally-renowned experts, daily celebrity chef demonstrations in the Garden Gourmet area and daily roll-up-your-sleeves-and-do container Potting Parties. The popular Kids Activity Garden will return, along with the show’s all-new “Get Growing” educational series, featuring interactive how-to performances, workshops and seminars led by regional and national industry experts and authors.

Also new: Flower Show Productions, the parent company of the Chicago Flower & Garden Show, has launched its Get Growing Foundation™, a non-profit organization whose purpose is cultivating and growing a love of learning about gardening and horticulture. Proceeds from the foundation will support the show’s educational programming and year-long public outreach initiatives.

“I am excited about the newly designed 2018 Chicago Flower & Garden Show, which will feature an action-packed series of performances, demonstrations and presentations with celebrity gardeners, chefs, designers and more. There’s always plenty of fun for children and families, plus added evening activities for couples and singles including a wedding expo and craft beer tasting with discounted evening tickets,” Abruscato says adding, “The 2018 Chicago Flower & Garden Show will open a new chapter in the show’s history, while continuing to bloom brilliantly with even more how-to’s, experts, experiences and inspiration.”

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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Editors, please note: Video and photos 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 press 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.

