



## **Media Advisory**

### **Chicago Flower & Garden Show Brings Spring to Navy Pier**

*More Gardens, More Flowers, 80 New! “How-To” Presentations – March 18-26, 2017*

*Show Preview Features FLEUROTICA, Where Florals are Fashions – March 17, 2017*

- Who:** The best Midwest-area garden designers, builders, plant growers, artists, celebrity chefs, public destinations, merchants and more participate in “Chicago’s Blooming!” – the 2017 [Chicago Flower & Garden Show](#), presented by [Mariano’s](#).
- What:** One of the country’s top three consumer shows of its kind, drawing upwards of 40,000 visitors annually.
- Where:** [Navy Pier](#), 600 E. Grand Ave., Chicago
- When:** **March 17 ~ Evening in Bloom – 6-9 p.m.**  
Preview party features [FLEUROTICA](#), in partnership with [Garfield Park Conservatory Alliance](#) and co-chaired by Amy Rule and Chicago Mayor Rahm Emanuel. During this haute couture fashion show, bloom-bedecked models showcase evocative, whimsical and stunning floral wear created by some of Chicago’s top floral designers, with inspiration from Chicago’s Maria Pinto. Get a first look at the Chicago Flower & Garden Show’s stunning gardens and floral displays, enjoy musical entertainment, sample E&J Gallo fine wines, New Amsterdam specialty cocktails and incredible tastings from world-renown and locally-famous chefs, including Paul Kahan, executive chef with One Off Hospitality Group, LTD, Pilot Light supporter and winner of the James Beard Foundation Award for Outstanding Chef. Several noted chefs from the Illinois Restaurant Association will share their culinary talents. The evening benefits Garfield Park Conservatory Alliance, Pilot Light and the Illinois Restaurant Association Educational Foundation.

### **March 18-26 ~ Chicago Flower & Garden Show**

Hours are 10 a.m. to 6 p.m. Sundays and Monday through Wednesday; and 10 a.m. to 8 p.m. Thursday through Saturday. Show information, schedules, tickets, parking and more background for media use at [www.chicagoflower.com](http://www.chicagoflower.com).

**Media Sneak Peek:** By appointment, March 15 through 2 p.m. March 17.

**Media Passes & On-Site Coverage:** Interviews, photography, televised live shots and taped b-roll can be arranged at any time with the media contacts listed below. During the show's open hours, obtain press passes from the Press Room (#206), accessed along the north-south hallway, located on the far east end outside Festival Hall at Navy Pier.

**Why:** The Chicago Flower & Garden Show ushers in spring's arrival in the Midwest. The show inspires, educates and motivates gardeners and non-gardeners with practical tips and creative ideas.

**Details:** **Featuring 24 diverse display gardens *plus* large-scale containers, the Chicago Flower & Garden Show offers nearly 30 points of gardening interest.** There's something for everyone and every lifestyle, from balconies, patios and small-space designs to vegetable gardens, water features, container gardens and "in-ground" planting beds. Visuals are jaw-dropping water features (including a rain chain "fence!"), elevated train track, bungalow and house facades, and more. There's ongoing chef demonstrations, gardening how-tos, insect and butterfly interaction, live animals, kids' activities and potting parties – providing countless options for varied story leads, including business, birds, science and life-safety.

**Speaking of business: The show's mission includes educating the next generation of gardener. The Chicago High School for Agricultural Sciences** (one of the country's only urban public high schools to incorporate agriculture in every academic discipline) always delivers interesting insights in their annual display garden. Find out what's on their young minds as this Generation Z high-schooler picks up Millennials' mantle in the garden.

**Your coverage can include *new* plant varieties, tools and supplies** that your audience will see in garden centers this spring, along with art, sculpture and nature photography. The show's Home & Garden Marketplace is a shopper's paradise for everything from pruners to plants. **Profile an innovative new app that lets visitors experience the show in a unique way.**

**There are many other stories at the show!** Strike a pose in the Photography Competition Garden – including highlights of Chicago's Lurie Garden in Millennium Park. Participate in the all-new **Get Growing Series**, offering high-energy Gardening Live! stage performances, interactive Tablescape How-Tos and classroom-style Seminar Series presentations. **DIY Television Network star [Ahmed Hassan](#) headlines March 24-25.**

**e-Media:** When sharing our posts or referencing the show, use #chicagoflower.

- Facebook - [www.facebook.com/chicagoflower/](http://www.facebook.com/chicagoflower/)
- Twitter - <https://twitter.com/ChicagoFlower>
- Instagram - [www.instagram.com/chicagoflower/](http://www.instagram.com/chicagoflower/)
- Internet – [www.chicagoflower.com](http://www.chicagoflower.com)

## Media

**Contacts:** For additional news releases and background, visit the “News” page at [www.chicagoflower.com](http://www.chicagoflower.com). For a video overview of the show, visit <https://youtu.be/DYwjYOM2k54> For interviews, photos and on-site show access, contact GreenMark at:


- Sue Markgraf, 847-917-9654 or [smarkgraf@greenmarkpr.com](mailto:smarkgraf@greenmarkpr.com)
- Lynn Petrak, 708-945-0415 or [lpetrak@greenmarkpr.com](mailto:lpetrak@greenmarkpr.com)
- Lilia Chacon, 312-560-5478 or [lchacon@greenmarkpr.com](mailto:lchacon@greenmarkpr.com)

###

*Flower Show Productions, Inc. produces the annual Chicago Flower & Garden Show at Navy Pier and other grand-scale public events that celebrate sustainable living and eco-friendly lifestyles. The company also manages [Chicago Gateway Green](http://www.chicagogatewaygreen.com), a nonprofit dedicated to greening and beautifying Chicago. Flower Show Productions provides philanthropic assistance to community organizations, along with year-round messaging, education and information to anyone about the benefits of earth-friendly choices to our yards, neighborhoods and the planet. Save March 18-26, 2017 for the next Chicago Flower & Garden Show. Evening in Bloom is March 17. For information, please visit [www.chicagoflower.com](http://www.chicagoflower.com). Find the show on Facebook at [www.facebook.com/chicagoflower](http://www.facebook.com/chicagoflower) and on Twitter @ChicagoFlower.*

### **About Mariano's:**

*Mariano's, the Midwest's most exciting food destination, is one of four grocery banners of Roundy's Supermarkets, Inc., a wholly owned subsidiary of The Kroger Co. (NYSE: KR). Mariano's, founded in 2010, is an integral part of the communities it serves. With 35 locations across the Chicagoland area, Mariano's places a premium on the customer experience, offering a highly differentiated food shopping experience combined with exceptional customer service. Mariano's incorporates Chicagoland's distinctive neighborhood culture into its signature grocery merchandising allowing customers to enjoy a truly unique foodie experience.*

 Kindly consider the environment before printing.