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**For Immediate Release**

**Evening in Bloom & FLEUROTICA Kick Off Spring with Grand Florals**

*Chicago Flower & Garden Show Preview and Fashion Show Benefits Nonprofits*

**CHICAGO (Jan. 27, 2017)** – The annual Evening in Bloom preview party for “Chicago’s Blooming!” – the 2017 [Chicago Flower & Garden Show](#), presented by Mariano’s – for the first time will feature [FLEUROTICA](#), in partnership with [Garfield Park Conservatory Alliance](#), on Friday, March 17 from 6 p.m. to 9:30 p.m., inside [Navy Pier](#)’s Festival Hall. FLEUROTICA, co-chaired by Amy Rule and Mayor Rahm Emanuel, is the award-winning fundraising event created by the Garfield Park Conservatory Alliance.

During this haute couture show, flowers are the fashion as FLEUROTICA makes its return to the runway. 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. This year’s designers include Bruce Mueller of A Vintage Bloom; Andrea Hunt of A Hunt Design; Ilda and Michael of Blumgarten; Heather Strouse of Bottle & Branch; Laura Daluga and Brian Skol of Department of Floristry; Dianne Carr of Flower Child; Flowers for Dreams; Beth Barnett of Larkspur; Dora Calle of Marguerite Gardens; Mariano’s; Mary Simmons of Persephone Floral Atelier; Robert Gonzalez of Robert James Events; Nathan Beckner of Sage Vertical Gardens; Stacey Carlton of The Flora Culturalist; and Melinda Whitmore of Vitruvian Fine Art Studio.

Evening in Bloom benefits Garfield Park Conservatory Alliance, Pilot Light and the Illinois Restaurant Association Educational Foundation.

The Garfield Park Conservatory Alliance inspires, educates and provokes exploration through innovative programs and experiences in one of the nation’s largest and finest historic conservatories. Chicago-based Pilot Light is a nonprofit organization that helps children make

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## Chicago Flower & Garden Show // Add One

healthier choices by connecting the lessons they learn in their classrooms to the foods they eat on their lunch trays, at home and in their communities. The Illinois Restaurant Association Educational Foundation encourages and supports Illinois residents who are committed to pursuing careers in the restaurant and foodservice industry. The association awards scholarships through a program for senior high school students, GED graduates, undergraduate students and educators.

“Chicago is a world-class city that is uniquely beautiful when it is in bloom,” says Tony Abruscato, director of the Chicago Flower & Garden Show. “Evening in Bloom celebrates the beauty and inspiration of flowers and new growth, and we’re honored to work with Mayor Emanuel and Amy Rule, Garfield Park Conservatory Alliance, Pilot Light and the Illinois Restaurant Association Educational Foundation to offer an evening of flowers, food and fashion.”

As they get a unique first look at the Chicago Flower & Garden Show’s stunning gardens and floral displays, party-goers will enjoy musical entertainment, sample E&J Gallo fine wines, New Amsterdam specialty cocktails and incredible tastings from both 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 also will share their culinary talents.

Tickets to Evening in Bloom and FLEUROTICA are \$150 and may be purchased at [www.chicagoflower.com](http://www.chicagoflower.com). The Chicago Flower & Garden Show is open to the public from March 18-26, 2017. Hours are 10 a.m. to 6 p.m. both Sundays, and Monday through Wednesday; and from 10 a.m. to 8 p.m. Thursday through Saturday. Save \$2 by purchasing tickets online at [www.chicagoflower.com](http://www.chicagoflower.com). Adult tickets purchased online are \$15 weekdays and \$17 weekends. Children ages 4-12 are admitted for \$5.

For four-season, good-gardening inspiration, sign up for the Chicago Flower & Garden Show’s e-newsletter and weekly blog at [www.chicagoflower.com](http://www.chicagoflower.com). You’ll receive valuable tips about gardening and details about the show, including group tours, hotel discounts and exclusive ticket offers, as well as schedules and features. Follow the show for the very latest updates and unique extras on [Facebook](https://www.facebook.com/chicagoflower) and on Twitter @chicagoflower.

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**Editors, please note:** Media personnel interested in receiving a press pass to attend Evening in Bloom should contact the press representative on this release. For video overview of the show, please visit <https://youtu.be/DYwjYOM2k54>. Photos and interviews are available on request. Please credit images as courtesy of the Chicago Flower & Garden Show.

***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](#), 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.*

**About Garfield Park Conservatory Alliance:**


*The largest historic public conservatory in the country, Garfield Park Conservatory displays rare and exotic species of palms, ferns, cacti and tropical plants in landscaped settings under glass, as well as a variety of flora showcased in multiple beautiful outdoor gardens. The Conservatory, owned and operated by the Chicago Park District, is open 365 days of the year, with free admission and parking. The not-for-profit Garfield Park Conservatory Alliance was incorporated in 1998 to support the Conservatory through programming, events and visitor services. Recipient of the National Medal for Museum and Library Science in 2013, the Alliance interprets the Conservatory's extraordinary plant collection for all Chicagoans.*

**About the Illinois Restaurant Association Educational Foundation:**

*The IRA Educational Foundation is dedicated to working with high school students to build the hospitality workforce through career exploration, workforce development and connections to post-secondary education. Working with teachers, students and industry partners through the ProStart® program, the Foundation creates career pathways to post-secondary education and the workforce.*

**About Pilot Light:**

*Pilot Light is a 501(c)(3) nonprofit organization that helps children make healthier choices by connecting the lessons they learn in their classrooms to the foods they eat on their lunch trays, at home and in their communities.*

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