2023 MONTHLY REPORT

JAN 2024

star®

ROSES *and* PLANTS

Garden Media GROUP

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Media Hits 2023-2024

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PR HIGHLIGHTS

Pantone Color of the Year

- Continued to garner Pantone Color of the Year coverage in Gardenista and Perishable News.
- Supplied images and info to Greenhouse Grower for Pantone Color of the Year story.

MANTS

- Set-up media appointments with Nursery Management, Lawn & Garden Retailer, Doug Oster and GPN.

GMG Trends Report

- Bloomables Wedding Gown hydrangea included in Better Homes & Gardens trends story.
- Easy Bee-zy Knock Out featured in Gardening Know How trends story.

Influencers

- Researching landscape designers for Petite landscaping projects.

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Better Homes & Gardens®

Jan 2024 | Better Homes & Gardens

Bloomables Wedding Gown hydrangea included in BHG's trends round-up

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8 Garden Trends That Will Be Everywhere in 2024

Here's what's going to be hot this year in yards across the country, according to gardening experts.

By Leanne Potts | Published on January 10, 2024

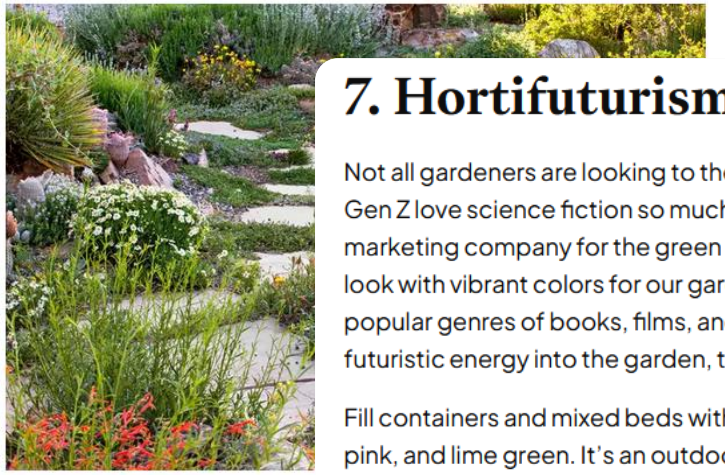

PHOTO: SAXON HOLT

7. Hortifuturism

Not all gardeners are looking to the past for inspiration. Millennials and Gen Z love science fiction so much that Garden Media Group, a PR and marketing company for the green industry, predicts a bold, futuristic look with vibrant colors for our gardens. Sci-fi is one of the most popular genres of books, films, and TV series, so why not bring that futuristic energy into the garden, too?

Fill containers and mixed beds with plants in hues of brilliant purple, hot pink, and lime green. It's an outdoor palette inspired by the fungi in the hit Netflix series "The Last of Us." Garden Media Group declares lime green (which it has dubbed cyber lime) is the new black, a futuristic shade of the moment, nothing that "the striking relationship between nature and technology is symbolized by this intense green."

Other ways to tap into hortifuturism include night gardens with plants that seem to glow in moonlight, alien-looking succulents, survivalist gardens full of medicinal plants and edibles, and indoor terrariums with otherworldly-looking carnivorous plants.

Create a sci-fi garden with these plants like:

- **Bloomables Wedding Gown hydrangea** has bouquet-like flower heads with lime-green-tinged white petals.

Garden Gate®

Horticulture

Jan 2024 | Garden Gate/Horticulture

Easy Bee-zy and Orange Glow in GMG advertorial in Garden Gate and Horticulture magazines

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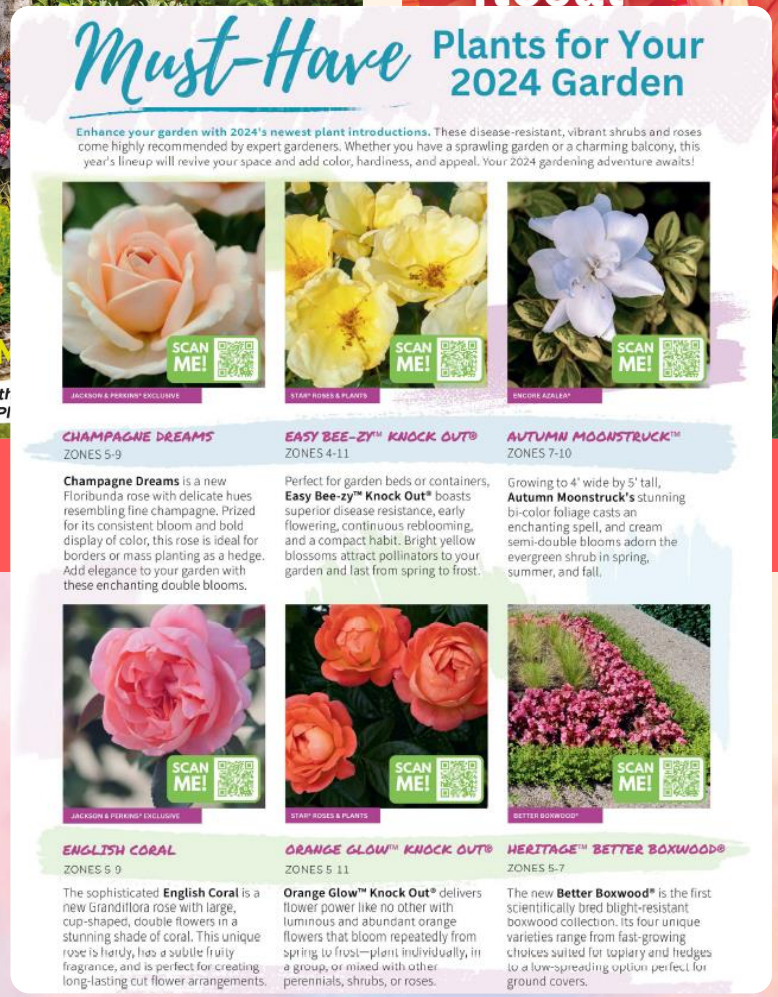

Gardening
KNOW HOW

Jan 2024 | Gardening Know How

Easy Bee-zy included in trends story on Gardening Know How, also syndicated to Yahoo Lifestyle

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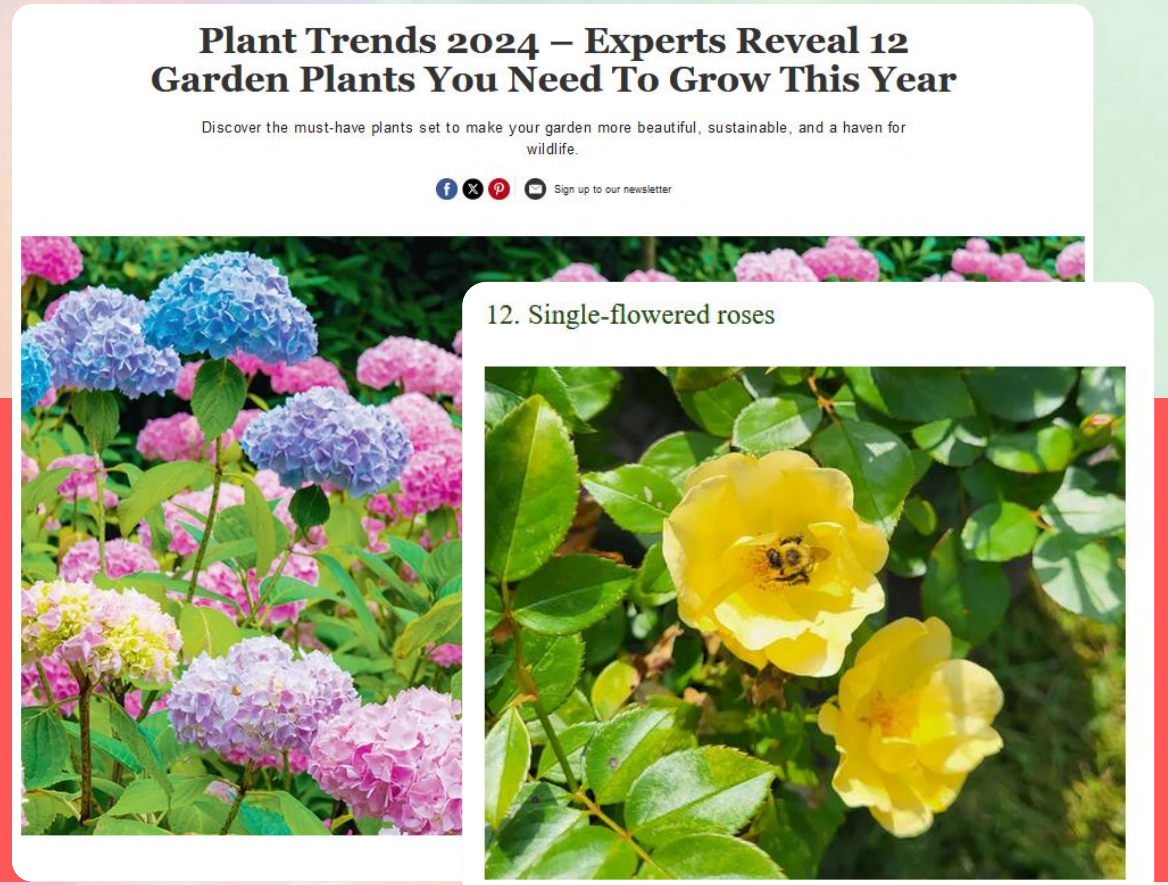

Plant Trends 2024 – Experts Reveal 12 Garden Plants You Need To Grow This Year

Discover the must-have plants set to make your garden more beautiful, sustainable, and a haven for wildlife.

Sign up to our newsletter

12. Single-flowered roses

(Image credit: Knock Out Roses)

With an ever-increasing focus on planting for pollinators, gardeners will be turning towards single-flowered roses.

Though often overlooked in favor of more elaborate double-flowered roses, single-flowered roses have a simple beauty all of their own. They are also significantly more valuable to pollinators, who can more easily access the flowers' pollen and nectar.

Heidi Mortensen, rose portfolio manager for Star Roses and Plants, recommends Easy Bee-zy Knock Out. 'It continuously produces very bright, yellow blooms with long-lasting color, and offers a light citrus fragrance and a single petal display that is alluring to pollinators,' she says.

GARDENISTA

Jan 2024 | Gardenista

‘Peaches and Cream’ in Gardenista’s Pantone’s Color of the Year post

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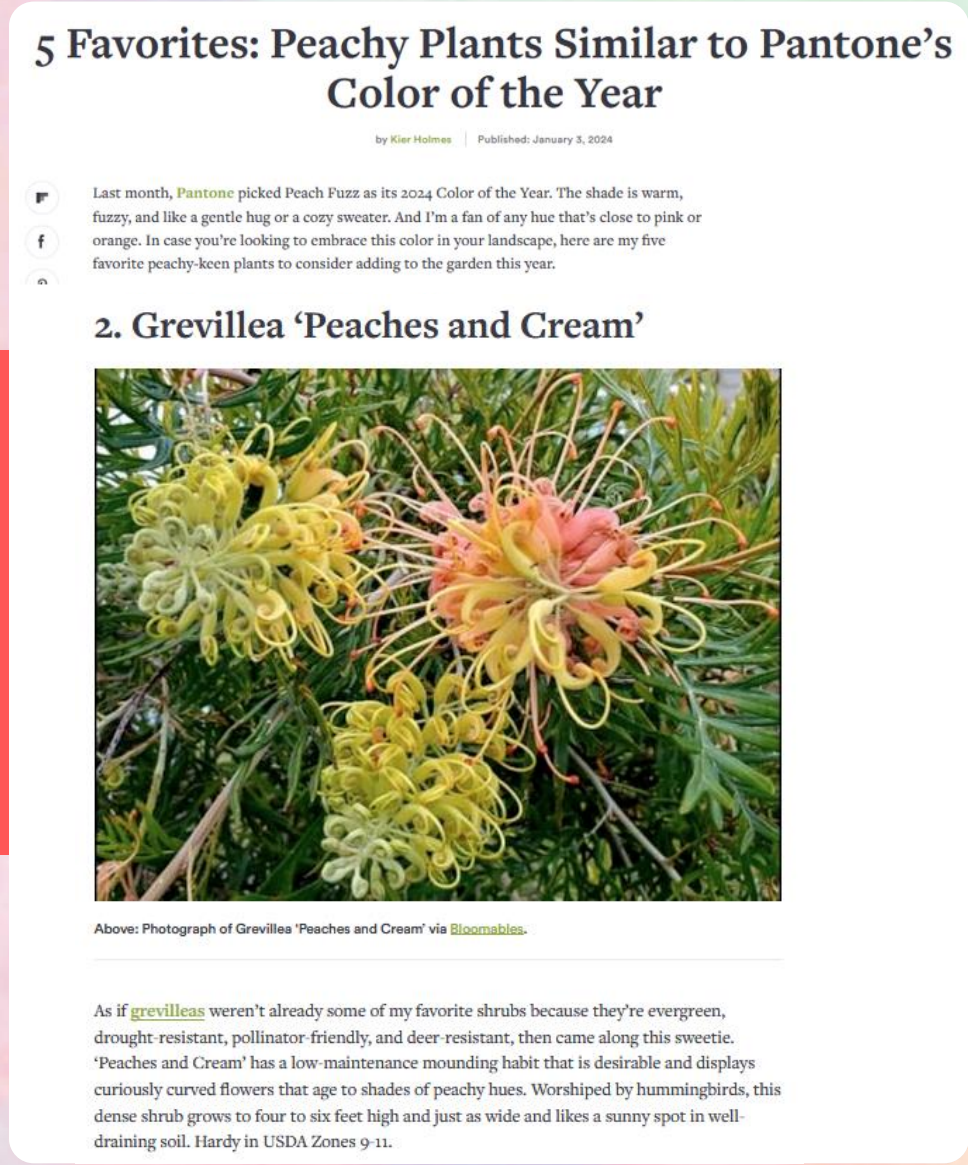

5 Favorites: Peachy Plants Similar to Pantone’s Color of the Year

by Kier Holmes | Published: January 3, 2024

Last month, Pantone picked Peach Fuzz as its 2024 Color of the Year. The shade is warm, fuzzy, and like a gentle hug or a cozy sweater. And I’m a fan of any hue that’s close to pink or orange. In case you’re looking to embrace this color in your landscape, here are my five favorite peachy-keen plants to consider adding to the garden this year.

2. Grevillea ‘Peaches and Cream’

Above: Photograph of Grevillea ‘Peaches and Cream’ via Bloomables.

As if grevilleas weren’t already some of my favorite shrubs because they’re evergreen, drought-resistant, pollinator-friendly, and deer-resistant, then came along this sweetie. ‘Peaches and Cream’ has a low-maintenance mounding habit that is desirable and displays curiously curved flowers that age to shades of peachy hues. Worshiped by hummingbirds, this dense shrub grows to four to six feet high and just as wide and likes a sunny spot in well-draining soil. Hardy in USDA Zones 9-11.

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Perishable News.com

Jan 2024 | Perishable News

Additional trade coverage for Peach Fuzz plant story.

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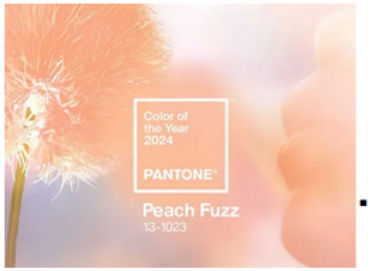
The 2024 Pantone Color of the Year is Here! Garden Media Group Highlights Plants in 2024's New Hue

Garden Media Group Floral December 21, 2023



Peach Fuzz is casting a gentle spell with its soft, warm hues, and nowhere is it more beautiful than in the garden.

We've got **7 Peach Fuzz plants in the Pantone 2024 Color of the Year** that infuse this dreamy hue into the landscape.

- Peach Blossom Astilbe – Providing abundant cloudlike peach blooms in early summer, this shade-tolerant variety brings gorgeous on-trend color to the dark spaces in your landscape. Perfect for borders and containers with an attractive upright mounding shape, reaching 24" high by 32" wide when mature.
- Grevillea 'Peaches and Cream' – A hummingbird and bee magnet, this gorgeous drought-tolerant blooming shrub offers long, loose flower clusters in hues of peach and cream all year long against a stunning backdrop of dense dark green foliage. Thrives in Zones 9-11.
- Golden Zest Shrub Rose – Blooming continuously from late spring to late fall, this medium-sized shrub features 4-inch, old-fashioned peach double blooms that make a lovely cut flower. This easy-to-grow rose makes an excellent choice for seasoned or beginner gardeners.
- Coral Charm Peony – A color breakthrough that earned a Gold Medal from the American Peony Society, Coral Charm offers peach-hued bowl-shaped blooms that make a lasting impact in the landscape or as a cut flower. This mounding shrub flourishes even at the end of its hardiness range in Zones 3 – 8.

Thank You!

Stacey

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