

GROWERTALKS

GT in Brief

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Happy 20th to Endless Summer!

Chris Beytes

Happy 20th anniversary to the reblooming hydrangea brand Endless Summer, which was launched by Bailey Nurseries in 2004.

In honor of the anniversary, brand partners from across the country celebrated by giving back to the communities in which they live and work. They planted Endless Summer in new displays or added them to existing gardens to bring season-long, year-after-year color to deserving locations.

From Oregon to Georgia, over a dozen sites were planted by volunteers from Acorn Farms, Bailey Nurseries, Baucom's Nursery, Clinton Nurseries, Cottage Gardens, Home Nursery, Midwest Groundcovers and 3 Rivers Nursery. Hydrangeas were installed at schools, community centers and more.

To amplify the community impact, Endless Summer Hydrangeas awarded a \$2,500 donation to the standout project that best embodied the #LifeInFullBloom spirit. Home Nursery's installation of Endless Summer Pop Star Hydrangea and other low-maintenance plants at Cisne High School in Cisne, Illinois, was chosen for the dedication of their 27 enthusiastic volunteers and their commitment to the #LifeInFullBloom theme.

"The brand tagline of 'Experience Life in Full Bloom' is not just words on paper," said Layci Gragnani, Brand & Business Development Manager at Bailey. "We live out that mantra by providing colorful blooms for life's special moments. Celebrating this anniversary with community plantings lets everyone experience life in full bloom, garden or not." **GT**