

SOUTHEASTERN Flower Show

2011 | In *Tune* with Blooms



February 25–27, The Cobb Galleria Centre | SEHORT.ORG

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2011 Southeastern Flower Show

presented by the Southeastern Horticultural Society

In Tune With Blooms

February 25-27, 2011 at the Cobb Galleria Centre, Atlanta, Georgia

Atlanta, GA-- Experience a musical springtime at the 24th Annual **Southeastern Flower Show**, February 25-27, 2011 at Cobb Galleria Centre in suburban NW Atlanta. The popular Southeastern Flower Show has been the major floral and gardening event for metropolitan Atlanta and the Southeast for a generation. The Flower Show promotes conservation and awareness of the natural environment through education, horticultural excellence and artistic expression. The Flower Show is both fun and enjoyable, with something for everyone from children to seniors.

This year's theme, ***In Tune with Blooms***, emphasizes the delight of music in the garden. Throughout the day, live performances by instrumental and vocal musicians will add an extra dimension of pleasure to the professionally-designed Landscaped Gardens and the other five judged divisions of the Show: Artistic Floral Design, Garden Design, Discovery, Horticulture and Photography. The public is welcomed and encouraged to pre-enter any of the divisions (for more information see http://sehort.org/flower_show/juried_competition/).

2011 Show Chairs Dr. Felton and Mary Norwood, leading 2,000 volunteers, are teaming up with Honorary Chair/Legendary UGA Coach Vince Dooley to stage an outstanding Flower Show. The **Southeastern Horticultural Society** (<http://sehort.org>) presents the Show annually, and SHS Executive Director Kate Chura noted that some of the proceeds from the Flower Show support the Southeastern Horticultural Society's ongoing educational programs, community outreach and environmental awareness efforts.

As always, the popular and greatly anticipated shopping area known as the Marketplace, along with the Bookstore and the Raffle Tables, are brimming with home, art and garden-related treasures. Enjoy informal flower arranging, gardening and cooking demonstrations, children's workshops and stimulating speakers throughout each day.

This year's **Southeastern Flower Show** provides an entire world of décor, floral design and gardening education in three days. Twenty-nine inspiring talks, forums and programs by renowned horticulturists, designers and landscaping experts are scheduled during the Show (find the complete schedule at http://www.sehort.org/flower_show/speakers/). Headliners include Coach Vince Dooley, Dr. Allan Armitage, P. Allen Smith, Walter Reeves, John Grady Burnes and Erica Glasner, along with dozens more speaking on favorite audience topics.

In addition to the exemplary plants vying for blue ribbons in the Horticulture Division, the **Bonsai Exhibit by the Students of Kenji Miyata**, the only Certified Master Bonsai Artist in the U.S., will display outstanding examples of their living art at the Show. And children are invited to explore the Discovery Division, enjoy a performance of Puppatoons or participate in one of the youth workshops.

New This Year

For the first time, nine well-known **Southeastern Event Designers** will present beautiful display Vignettes showcasing their individual styles. This provides an exciting comparison for Show attendees who may be planning a wedding or celebration in the future, as well as design inspiration from top creative minds.

Also new this year, a **partnership with the nearby Atlanta Opera** emphasizes the Flower Show's musical theme, *In Tune with Blooms*. On Thursday, February 24th the formal **Southeastern Flower Show Opening Night Party** will be enhanced by strolling virtuosi from the Atlanta Opera (contact <http://www.sehort.com> to purchase tickets). On Saturday, February 26 after the Flower Show closes for that evening, the Atlanta Opera will stage their Opening Night of Gershwin's American folk opera *Porgy and Bess* at the Cobb Energy Performing Arts Centre (purchase Atlanta Opera tickets at <http://www.atlantaopera.org>).

Groups are Welcomed

Groups are welcomed and encouraged to attend the **Southeastern Flower Show** with Group Ticket discounts and nearby Hotel and Restaurant packages. Easy access and free parking plus free van and bus parking facilitate group outings to the Show.

Outreach After the 2011 Show: Legacy Garden

As an outreach project of the Southeastern Horticultural Society, each year an organization is designated to be the beneficiary of plants used in the Southeastern Flower Show and afterward donated by nurseries, landscapers and exhibitors. Resulting plants are used to provide a meaningful donation to a Legacy Garden beneficiary. Named the 2011 Legacy Garden recipient is the Frazer Center on Ponce de Leon Avenue in Northeast Atlanta, Ga., whose mission is to maximize the potential of individuals with disabilities by providing quality comprehensive family and community based services, research and training, all on a sound financial basis. In addition to the beautiful, historic Cator Woolford Gardens, the Frazer Center Garden Committee's strategic plan calls for a Community Learning Garden on the grounds of the 39-acre estate. Adults and children in the inclusive program will participate in planting the community garden and then eating the produce in a "green-to-table" approach. The Southeastern Horticultural Society will partner with the Garden Committee to accomplish these objectives.

Hours of Operation

The 24th Annual **Southeastern Flower Show** opens Friday, February 25, 2011 and closes Sunday, February 27th. Show hours are 10 a.m. to 8 p.m. Friday and Saturday, and 10 a.m. to 6 p.m. on Sunday. The Show is held at the Cobb Galleria Centre, located at Two Galleria Parkway in the Northwest Atlanta area, located off Cobb Parkway/US 41 and accessible from I-75 and I-285.

Ticket Prices

(6% sales tax included) Advance Tickets (before Feb. 24, 2011): \$15; General Admission Tickets: \$18; Student & Youth Tickets (school ID required): \$7 (Children in Kindergarten and under admitted free); Senior Citizen Tickets at Door (65 or older with ID): \$15; Twilight Tickets (Admission after 4 p.m. Friday-Saturday - no coupons apply): \$14; Group Tickets (15 or more sold in advance): \$14; All Access Tickets (entry any/every day): \$35; Southeastern Horticultural Society Members: FREE (based upon membership level). Purchase tickets at http://www.sehort.org/flower_show/ticket_information/

Show Leadership

Mary and Dr. Felton Norwood, 2011 Southeastern Flower Show Chairs
 Coach Vince Dooley, 2011 Southeastern Flower Show Honorary Chair
 Marsha Webb, SHS Vice President Southeastern Flower Show, Chair of SFS
 Administrative Committee

Southeastern Horticultural Society

Robert Balentine, President of the Board of Directors, Southeastern Horticultural Society
 Kate Chura Executive Director, Southeastern Horticultural Society

About the Southeastern Horticultural Society

The Southeastern Horticultural Society (SHS) is a nonprofit membership organization dedicated to promoting the knowledge, art and enjoyment of horticulture throughout the Southeastern United States (including Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee) through community outreach, education, events, resource sharing and the annual presentation of the Southeastern Flower Show.

For additional information about the Flower Show and the Southeastern Horticultural Society or to join the SHS, visit <http://www.sehort.org> or phone 404-351-1074 during business hours.

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Editors/Producers: Contact Geri Laufer, gerilaufer@gmail.com 404-586-0686, to arrange an interview with the Southeastern Flower Show Chairs, the Southeastern Horticultural Society Executive Director or any of the major players.