



SOUTHEASTERN
FLOWER SHOW

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CHUCK HENRY JOINS SOUTHEASTERN FLOWER SHOW
Premier Horticulture Event Announces Director of Show Design

ATLANTA - (Aug. 20, 2007) The Southeastern Flower Show announces that Smyrna, Georgia resident Chuck Henry has joined the organization as Director of Show Design. The creation of this official position will enable the organization to strategically plan, create and execute the type of theatrical experiences that wow, inspire and excite show-goers; ultimately elevating the caliber of the Southeastern Flower Show. This position will be responsible for the visual experience of the Show.

Mr. Henry is the creative genius behind the 2007 Show's entrance garden, which starred the memorable Marie Antoinette made of roses. The acclaimed floral designer has been involved in the Show in many volunteer capacities and most recently served as the 2007 Show Creative Consultant.

According to Robert M. Balentine, president of the board of directors of the Southeastern Flower Show, "We are thrilled to have Chuck Henry on board as director of show design. Modeled after a similar position employed by the Philadelphia Flower Show- the oldest, most prestigious show in the county- this concept affords us the ability to plan in three-year increments, escalating the level of creative excellence."

About Chuck Henry

The recipient of numerous national design awards, Henry's work has appeared in *Town & Country* and *Martha Stewart Weddings*, among others. He has been the Club Florist for Capital City Country Club for 14 years, providing their weekly flowers, special event and holiday décor. He assisted in the production team for the 1996 Olympic Bouquets.

2008 Show – Imagine That!

With Show Chairman Nan Henson at the helm, the volunteer-led Southeastern Flower Show presents **Imagine That!** the 21st annual Southeastern Flower Show. Gardening enthusiasts will gather Jan. 30 –Feb. 3, 2008 at Atlanta's Georgia World Congress Center, Building A, for the region's premier juried gardening and horticultural event. Show tickets will be available in the fall at www.flowershow.org and (404) 351-1074.

About the Southeastern Flower Show

The Southeastern Flower Show proudly continues its reign as the region's premier juried gardening and horticultural event. For more than two decades spectacular displays, created by top garden designers, showcase the latest landscaping trends as well as the newest and most desirable plant material and gardening products. In addition to competition in floral design, horticulture, landscape and photography, the five-day indoor gardening extravaganza appeals to a variety of interests. Considered among the top juried flower shows in the nation, The Southeastern Flower Show carries on the tradition of the renowned Chelsea and Philadelphia Flower Shows.

Featuring a new theme every year, The Southeastern Flower Show is an extraordinary exhibition, inspiring and entertaining visitors, regardless of their gardening acumen. More than 200 invited judges from across the country critique the entries of many of the nation's expert horticulturists. Unlike commercial home and garden shows scattered throughout the United States, the Atlanta-based event is a nonprofit organization dedicated to promoting horticultural excellence in addition to awareness and conservation of the natural environment. More than 2,000 volunteers, along with corporate sponsors and patrons, support this much-anticipated annual affair.

In addition to the magnificent arrangements and brilliant displays, one highlight of the show is The Legacy Garden, an annual outreach program that provides assistance with creating or augmenting a garden for one deserving local community organization each year. To extend public goodwill, The Southeastern Flower Show partners with several nonprofit groups committed to improving their communities through their environmental endeavors.

Guests are treated to a celebration of natural beauty as the exhibition site is transformed into a vision of color and an explosion of scents. Attendees are offered a wealth of landscaping ideas and hands-on educational opportunities in the show's marketplace, featuring nearly 100 vendors, dramatic landscaped gardens, internationally recognized speakers and local favorites, floral and cooking demonstrations, impressive displays and family activities. The treasured Atlanta happening has become a welcomed harbinger of spring during the dead of winter.

For more information, visit www.flowershow.org or call (404) 351-1074.

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