

SOUTHEASTERN

FLOWER SHOW

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IMAGINE THAT! 2008 SOUTHEASTERN FLOWER SHOW, JAN. 30 – FEB. 3
Popular Annual Event Creates Welcomed Oasis

ATLANTA – Dec. 6, 2007 -- For more than two decades, the Southeastern Flower Show (www.flowershow.org) has been eagerly anticipated as the harbinger of spring. In particular this year, the magnificent indoor gardens and blooming displays are sure to be a welcome sight for the sore eyes of drought-weary gardeners. *Imagine That!*, the 2008 Southeastern Flower Show, will be held Jan. 30 – Feb. 3, 2008 at the Georgia World Congress Center. Highlights will include extravagant exhibition gardens, artistic displays, horticultural competitions, a retail marketplace and a roster of stimulating speakers and interaction demonstrations.

Nan Henson, 2008 Show Chairman, notes, "We want to inspire gardeners of all experience levels with fabulous displays, juried horticultural competitions and fascinating demonstrations which our landscape professionals have planned for this year's Show. We are fortunate to have the creative talents of Chuck Henry as our Director of Show Design. Our *Imagine That!* theme allows our exhibitors' imaginations to soar as they create their wonderful gardens, educational displays, flower arrangements and retail booths.

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SFS Schedule of Events
Add One

Landscape designer and Southeastern Flower Show exhibitor, Eric King of Scapes, an Atlanta landscape design firm, says the Show will offer ideas for homeowners to apply in their own gardens. "We continue to see growth in the 'outdoor room' concept, whereby homeowners want to spend more time at home and extend the living spaces outside. As people spend more time at home, they want the world to come to them through outdoor kitchens, water features, fireplaces, pools, spas and putting greens. The Southeastern Flower Show will feature a wide array of ideas for incorporating a homeowner's taste and lifestyle into the landscape."

The region's premier juried gardening and horticultural event will kick off Tuesday evening, Jan. 29 with a black-tie Opening Night Party. Guests will enjoy the first look at the Show, along with music, refreshments and an extravagant live auction. Tickets are \$200 each and may be purchased by calling 404/351-1074. Hirtle, Callaghan & Company is the party sponsor.

The Show will open its doors to the public on Wednesday, Jan. 30, treating attendees to a celebration of natural beauty. The exhibitors, along with 2,000 plus volunteers, will transform the Georgia World Congress Center into an indoor garden delight, offering a wealth of landscaping ideas including tips on gardening in a drought, hands-on educational opportunities, a marketplace featuring nearly 100 vendors, dramatic landscaped gardens, internationally recognized speakers and local favorites, floral and cooking demonstrations and family activities. A new element this year will be the H2O! area, staffed by experts who will dispense advice on water conservation. Guests are encouraged to visit the SFS Gazebo for creative solutions to living with our water shortage.

One of the opening day's highlights will be the 11:30 a.m. *Jean Stanback Brumley Memorial Lecture* featuring Richard Beales, Show Designer for Peter Beales Roses and designer of 15 Gold Medal-winning gardens at the highly-acclaimed Chelsea Flower Show. He will speak on "Behind the Scenes at Chelsea".

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SFS Schedule of Events
Add Two

On Thursday, Jan. 31, guests will be amazed at the wizardry of self-taught topiary artist Pearl Fryar, who will give an onsite demonstration at 11:30 a.m. as he creates his topiary wonders, followed by a lecture as the *Franklinia Society Speaker*. Fryar, a native of Bishopville, S.C., is the subject of books, numerous magazine and newspaper articles, and a recently released documentary.

Saturday, Feb. 2 will start bright and early with a live broadcast of WSB-AM's "Lawn and Garden Show" with Walter Reeves. Reeves, a long-time Flower Show supporter and speaker, will answer questions from the audience and offer suggestions and information in his friendly, down-home manner. During the day, the focus of the Show will be on families, with special activities designed for adults and children.

Highly anticipated daily events include *Cooking from the Garden* (12:30 p.m. daily) with interactive demonstrations by acclaimed local chefs, featuring new and innovative ways to use fresh herbs, fruits and vegetables to make tasty and healthy meals. Plus, "Wine and Music in the Garden" (cash bar beginning at 4 p.m. daily) encourages guests to mix and mingle while enjoying the Show.

A more complete schedule of Show activities is attached. Tickets range from \$6 for a youth ticket to \$35 for an all-access ticket, good for every day of the Show. Tickets may be purchased at www.flowershow.org or can be ordered by calling 404/351-1074.

About the Southeastern Flower Show

The Southeastern Flower Show proudly continues its reign as the region's premiere juried gardening and horticultural event. For more than two decades, spectacular displays created by top garden designers have showcased 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.

Imagine That!, the 21st annual Southeastern Flower Show, will be led by Show Chairman Nan Henson and her team of over 2,000 volunteers. Honorary Chairs for the 2008 Show are long-time Southeastern Flower Show supporters Tom and Beth Ventulett. The Show artist is Timothy Martin. Show tickets are available at www.flowershow.org or by calling 404/351-1074.

SFS Schedule of Events
Add Three

Featuring a new theme every year, the Southeastern Flower Show inspires and entertains visitors, regardless of their gardening acumen. More than 200 invited judges from across the country critique the entries of the expert horticulturists. Unlike commercial home and garden shows, the Atlanta-based event is produced by a non-profit organization dedicated to promoting horticultural excellence in addition to awareness and conservation of the natural environment. A highlight of the Show is The Legacy Garden, an annual outreach program that provides assistance with creating or augmenting a garden for a deserving local community institution or organization each year. In 2008, the Legacy Garden will be awarded to the Horticultural Therapy program at Piedmont Hospital in Atlanta, including the Byrd Barrier-Free Garden and the Infusion Center Deck.

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2008 Southeastern Flower Show SPECIAL EVENTS & SPEAKERS

Tuesday, January 29, 2008

- 6:30 p.m. **Opening Night Party, sponsored by Hirtle, Callaghan & Co.**
Black-tie gala featuring a first look at the Show at its freshest, with accompanying music, food and beverages. Also, enjoy an exciting live auction of incredible items beyond your imagination! Be among the first to know which displays win the awards. Tickets \$200 per person.

Wednesday, January 30, 2008

- 10:00 a.m. **Opening Day!**
10:30 a.m. **Mimi Brown**, floral designer for *flower* Magazine
11:30 a.m. **Jean Stanback Brumley Memorial Lecture:** Richard Beales, designer of Gold Medal gardens for Peter Beales Roses UK at Chelsea Flower Show.
1:30 p.m. **Terry Kay**, author of *To Dance with the White Dog* and *The Valley of Light* -- 2007 recipient of the Stanley W. Lindberg literary award.
2:30 p.m. **Polly Mattux and Helen Bost**, authors of *Private Gardens of Georgia*
3:30 p.m. **Peter Loewer**, "The new landscape: Gardening in Containers"

Thursday, January 31, 2008

- 10:00 a.m. **Gardener to Gardener Day**
Speakers, demonstrations, garden celebrities, plant auction
10:30 a.m. **Paul Zimmerman**, Ashdown Roses: "Roses are shrubs too"
11:30 a.m. **Franklinia Society Lecture:** Pearl Fryar, renowned topiary artist
1:30 p.m. **Kathy Rainer and Tricky Wolfes**, floral designers and owners of "Parties to Die For"
2:30 p.m. **Alan Armitage**, "Is the pleasure worth the pain? Why I garden"
3:30 p.m. **Joe Washington**, "How to plant a drought resistant landscape"
4:30 p.m. **Linda Chafin**, author of "Field Guide to the Rare Plants of Georgia"
4:30 p.m. **Special Event on Demo Stage:** Pearl Fryar demonstrates his topiary style
6:00 p.m. **Live Auction:** of rare and unusual plants, plus Pearl Fryar's topiaries

Friday, February 1, 2008

- 10:30 a.m. **Darryl Wiseman**, floral designer
11:30 a.m. **Jane Bath**, horticulturist and author; developer of Bath's Pink Dianthus
1:30 p.m. **Jane and Jim Lavene**, "Can your Azalea kill you? Every day poison plants"
2:30 p.m. **Celebrity Show Off!** Local TV and national celebrities in a Floral Design Competition. A fun and comical event not to be missed.

Saturday, February 2, 2008

- 6:00 a.m. WSB-AM Live Broadcast: **Walter Reeves' "Lawn and Garden Show"**
Rise and shine; first 50 attendees receive free admission to the Show.
10:00 a.m. **Family Frolic Day** A fun-filled day for garden enthusiasts of all ages
Special activities and competitions for children in the Youth Division
10:30 a.m. Walter Reeves, Atlanta's favorite garden guru!
11:30 a.m. **Larry Winslett**, Nature Photography – Techniques and Locations

-More-

SFS Schedule of Events
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- 1:30 p.m. **Pamela Crawford**, "Container Gardening"
2:30 p.m. **Joe Lamp'I**, "The coolest garden gadgets for the New Year"
3:30 p.m. **Rick Smith**, The pruning guru
4:30 p.m. **Keynote Weekend Speaker:** Dermot O'Neill, Irish TV & radio personality and Editor of *Garden Heaven Magazine*

Sunday, February 3, 2008

- 10:30 a.m. **David Kaufman**, celebrated photographer and author of *Peachtree Creek*
11:30 a.m. **Jim Wilson**, "Do you know your Garden Birds?"
1:00 p.m. **Family Frolic Afternoon**
A fun-filled afternoon for garden enthusiasts of all ages. Special activities for children in the Youth Division, sponsored by The Garden Club of Georgia, Inc. and Cut Flower Wholesale, Inc.
6:00 p.m. **Show Closes**

DAILY EVENTS

- 12:30 p.m. **Cooking from the Garden** -- Studio Stage
Interactive Demonstrations with acclaimed local chefs
4-8 p.m. **Wine & Music in the Gardens**

Check Website for Times:

Workhorses of the Southern Garden, featuring tried & true plants
Roses, Roses, Roses: Daily speakers and demonstrations. Special rose vendors in the Marketplace.
Show Bookstore, sponsored by Eagle Eye Books, will host book signings by speakers following their presentations.

Check www.flowershow.org for latest updates on events & demonstrations.

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