



For Immediate Release

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THE SOUTHEASTERN FLOWER SHOW MOVES TO THE COBB GALLERIA CENTRE

New Location Signifies Next Step in Show's Evolution and Growth

ATLANTA – April 9, 2008 – The Southeastern Flower Show (www.flowershow.org), one of Atlanta's premier annual cultural events, is moving to the Cobb Galleria Centre. Next year's Show, which will be produced by the newly formed Southeastern Horticultural Society (www.sehort.org), will be held Jan. 28 – Feb. 1, 2009 at the nationally-acclaimed convention center complex. The theme for the region's top juried horticultural event is *Passion....*

“The move signifies an exciting new chapter in the 22-year history of the Southeastern Flower Show,” says Robert Balentine, chairman of the board of the Southeastern Horticultural Society. “The Cobb Galleria Centre is truly a state-of-the-art facility, and its prime location and accessibility make it a premier venue for our visitors and exhibitors who live not only in Atlanta, but across the Southeast and beyond.”

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According to Chuck Henry, director of Show design for the Flower Show, the Cobb Galleria Centre's free parking will be a much-welcomed amenity. "For years, our audience exit polls have told us that visitors wanted free parking close to the Show's venue. Our move to the Cobb Galleria Centre will allow us to provide this perk to attendees and exhibitors for the first time in several years."

"We are extremely pleased The Southeastern Horticultural Society has chosen the Cobb Galleria Centre to host its main event," says Michele Swann, general manager and CEO of the Centre. "The Centre continues to attract quality shows and exhibitions, and as the Flower Show is the region's premier juried gardening and horticultural event, it is truly a natural fit for our facility."

The Cumberland Galleria area is recognized as the new cultural center for the region with the opening of the Cobb Energy Performing Arts Centre in 2007. The Southeastern Flower Show will join other major Atlanta arts and cultural institutions that are performing and presenting events in the area, including the Atlanta Opera and the Atlanta Ballet. "These organizations are creating a synergy here that is unmatched elsewhere, and we believe it is the place to be," adds Henry.

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The Southeastern Flower Show is the flagship event of the Southeastern Horticultural Society, a 501(c)3 organization formed in January 2008 to promote the knowledge, art and enjoyment of horticulture throughout the Southeastern United States

“The Show’s move is the first of many exciting announcements we anticipate making during the next year,” says Balentine. “In addition to offering year-round lectures, workshops, publications and interactive electronic communications for gardeners of all skill levels, we are currently forming and developing collaborative partnerships with other organizations seeking environmental stewardship. Our society members, along with our board, staff, Show participants and thousands of volunteers are very excited about the potential opportunities that lie ahead.”

About the Southeastern Flower Show

The Southeastern Flower Show (www.flowershow.org) 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. *Passion ...*, the 22nd annual Southeastern Flower Show, will be held at the Cobb Galleria Centre, Jan. 28 – Feb. 1, 2009 and will be chaired by Candy Johnson.

About the Southeastern Horticultural Society

The Southeastern Horticultural Society (www.sehort.org) was formed in January 2008 as a non-profit membership organization dedicated to promoting the knowledge, art and enjoyment of horticulture throughout the Southeastern United States. The 501(c)3 organization follows the model of the prestigious Pennsylvania, Massachusetts and Cincinnati Horticultural Societies, which produce the Philadelphia Flower Show, New England Spring Flower Show and Cincinnati Flower Show, respectfully. Memberships are available at several levels of support for enthusiasts who want to learn more about gardening and environmental issues. Costs range from a \$25 annual membership for students to \$35 for singles, \$75 for families and various levels for organizations. Each level of membership offers a roster of benefits including members-only privileges at the Southeastern Flower Show. For more information, call (404) 351-1074.

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About Cobb Galleria Centre

Located in the beautifully landscaped 88-acre Galleria complex in prestigious northwest Atlanta, Cobb Galleria Centre is Atlanta's premiere convention facility with 320,000 square feet of event space, four exhibition halls, 20 meeting rooms, four executive boardrooms and a grand ballroom. The Cobb-Marietta Coliseum and Exhibit Hall Authority is the governing body of the Cobb Galleria Centre, Cobb Energy Performing Arts Centre and Galleria Specialty Shops. For more information on Cobb Galleria Centre visit www.cobbgalleria.com.

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