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For Immediate Release:

**2012 Boston Flower & Garden Show
“First Impressions: Adding WOW Factor to Outdoor Spaces”**

Boston Showcase Features Ways to Add Personality and Style to Outdoor Spaces

March 14 – March 18 at the Seaport World Trade Center in Boston

Boston, Mass. (February 14, 2012) – Spring’s most popular event, the Boston Flower & Garden Show, returns to the Seaport World Trade Center in Boston on **Wednesday, March 14 through Sunday, March 20**. This year’s theme – *First Impressions: Adding WOW Factor to Outdoor Spaces* – will showcase the endless possibilities to express one’s personality and style, as well as add enjoyment, a welcoming vibe, and value to one’s property.

The 2012 Boston Flower & Garden Show will kick off **Tuesday evening, March 13, with the Annual VIP Preview Party**, where Boston elites, including Mayor Thomas M. Menino, mingle with New England’s top landscape designers and gardening experts. Proceeds from the night will benefit the Boston Parks and Recreation Department’s *Fund for Parks and Recreation*, in their work to maintain the stunning landscapes of the City of Boston.

Set to the backdrop of spectacular garden displays by cutting-edge landscape professionals and area nurseries, visitors to the 2012 Boston Flower & Garden Show will also enjoy a wide variety of lectures and demonstrations by top garden writers, industry professionals and chefs, shopping from a wide marketplace featuring thousands of plants and hundreds of the newest gardening products, as well as chances to take home exciting giveaways.

Highlights Include:

- **HGTV star John Gidding, host of *Curb Appeal: The Block*:** John visits the show Friday, March 16 to demonstrate easy garden makeovers and answer questions from the crowd.
- **Become an Urban Gardening Guru:** At the After Work Urban Gardening Series, City Garden Center staff and horticultural non-profits will lead programs on growing edibles in containers, community gardens and gardening in small spaces.
- **Learn the Value of Curb Appeal:** Local real estate professional Robin Brodsky will offer landscape staging tips and estimate the real value of specific landscape upgrades.

- **Get the Party Started:** Local chefs including Chef Todd Heberlein of Wilson Farms will transform easily grown produce and herbs into impressive, party-starting appetizers for the best backyard bash.
- **Strut Your Stuff In Floral Competitions:** The annual tradition continues as the Massachusetts Horticultural Society and the Garden Club Federation of Massachusetts coordinate colorful competitions amongst the region's top amateur floral arrangers and horticulturists, all set to the show theme.

The 2012 Boston Flower & Garden Show is produced by Paragon Group of Needham, Massachusetts, an event marketer and producer of major events including the New England International Auto Show and the National Golf Expo Boston.

Where:

- Seaport World Trade Center, 200 Seaport Boulevard, Boston

When:

- Preview Party: Tuesday, March 13, 5:30 – 8:00 PM
- Wednesday, March 14, 9 AM – 9 PM
- Thursday, March 15, 9 AM – 9 PM
- Friday, March 16, 9 AM – 9 PM
- Saturday, March 17, 9 AM – 9 PM
- Sunday, March 20, 9 AM – 6 PM

Admission:

- Adults \$20
- Seniors (65+) \$17
- Children (6-17) \$10
- Children Under 6 Free
- Group discount tickets are available for advance purchase in quantities of 20 or more. Please contact prose@paragonexpo.com
- Tickets are available at all Roche Brothers and Sudbury Farms Supermarkets starting February 15, 2012 and at www.bostonflowershow.com

For more information, please call the Paragon Group at (781) 237-5533 or visit www.bostonflowershow.com