



Plant Something Program Expansion

In partnership with the Denver Botanic Gardens and several other Public Gardens in the state, Plant Something Colorado is excited to expand our award-winning program! In an effort to educate novice gardeners, provide advice and new information to experienced gardeners and promote bio-diversity, we're going to create a plant list for consumers to utilize when choosing new items for their yard and gardens. Each year, we will have a theme and the plants will fit within the theme.

In 2018, the theme is "Low Maintenance Plants". All plants that are promoted will be plants that don't require a lot of care, you can see the list below. It is our hope that consumers will find success in growing these plants and it will encourage and inspire them to continue gardening. In addition, the plants that are selected are able to live in the varied conditions and elevations of Colorado.

2018 Plant List*:

Annual: Begonia, Whopper series (Ball) and Big series (Benary)

Perennial: *Heuchera sanguinea* (purple, variegated and apricot)

Shrub: *Viburnum lantana* 'Mohican'

Grass: Morning Light *Miscanthus* (up to 7,000 ft.)

Ornamental Tree: Autumn Brilliance *Amelanchier*

Shade Tree: *Catalpa speciosa* (up to 6,500 ft.)

*If the specific plants are unavailable from wholesale vendors, please replace with a similar plant. We will utilize the annual, perennial and grass in marketing materials as their availability tends to be plentiful.

What's in It for You:

Local Garden Centers – Through our two-and-a-half-month-long social media contest, the campaign will market shopping at a locally owned garden center for plants and supplies. Specific plants (that are readily available) will be pushed and we'll provide education about why the plants were selected. In addition, we will highlight your knowledgeable staff that can help find companion plants and/or provide planting tips. We'll entice consumers to get

to their locally owned garden center to pick up a plant stake, free seeds and find the recommended plants.

Public Gardens – The campaign will provide educational opportunities for consumers about plants that will grow well in Colorado and about the importance of bio-diversity. In addition, education around each theme will be provided. As an example, the importance and beauty of low-water plants or what pollinators do for our plants and communities. We will highlight the opportunity to visit public gardens to continue learning, see sample gardens that include the plants selected, etc. In addition, we'll provide you with the marketing materials to help support the program.

Consumers – Beautify your yard and community, support a diverse plant environment, learn something new and win some great prizes! This is the fourth year of our award-winning contest and we're expanding it to make it even better. We are going to provide a list of plants that we know will do well in Colorado. This will take the frustration out of choosing the right plant for our environment. In addition, the plant palette will focus on a theme. The theme for 2018 is low maintenance plants...i.e. easy to care for! Not only will you learn about different plants and how to plant and care for them, if you snap a picture and put it on one of our social media pages, you'll be in the running for some great prizes! You can get your Plant Something stake and free seeds at your local garden center, plus all of the supplies you'll need to get planting!