



See You in The Gardens This Summer! Register Now for Darwin Perennials Day, June 19, 2024

Don't miss Darwin Perennials Day, North America's premier perennial event, in West Chicago this summer. Meet with industry suppliers and explore the latest introductions.

WEST CHICAGO, ILLINOIS, April 2024: Join Darwin Perennials® in The Gardens at Ball in West Chicago, Illinois, for the annual Darwin Perennials Day, Wednesday, June 19, 2024. Online registration is now open at www.darwinperennialsday.com. This event is anticipated by the industry each year as it connects perennial growers and professional landscapers with the top plant suppliers from across North America. It's a complete perennial experience with Zone 5 overwintered trial garden comparisons, new variety introductions, engagement with perennial vendors, and access to plant specialists offering tips and education.

"If you're a perennial grower, you can't afford to miss Darwin Perennials Day," says **Seth Reed**, Sales and Marketing Manager for Darwin Perennials. "It's one day, but it's a full schedule of meeting with peers, hearing from experts, plus getting a first look at hundreds of plants that will boost your business in seasons to-come."

The current Darwin Perennials Day event schedule includes:

- Extensive perennials gardens containing more than 400 varieties.
- A 2025 New Variety Showcase from the world's best breeders.
- +25 Supplier Tents for engaging conversation with vendors.
- Garden tours and a NEW Darwin Colombia tour experience.
- Keynote speaker panel titled "Tips and Tricks for Perennial Production" featuring **Paul Pilon**, Director of Growing at Opel Growers (Hudsonville, Mich.); **Chris Fifo**, Product Representative for Darwin Perennials and Kieft Seed; and **Nathan Jahnke**, Culture Research Manager for Ball Seed Technical Services.

There is no cost to attend Darwin Perennials Day. A grab-and-go breakfast and lunch is provided, and each visitor will receive a free perennial plant. Register online at www.darwinperennialsday.com, where you'll find the full schedule of events as well as travel and lodging information.

Don't miss your chance to learn how the latest plants and programs can take your business to the next level of success. RSVP you and your team's visit today!



About Darwin Perennials®

Darwin Perennials, a division of Ball Horticultural Company is a leading breeder and producer of vegetative perennials for the greenhouse and nursery industries. It is supported by unrooted cutting supply out of its South American farm, Darwin Colombia. Perennials with Staying Power™_means success for your perennial program. Visit www.darwinperennials.com.