

On Your Mark, Get Set, Garden!!!

Delhi, ON - After one of the longest, harshest winters that Canadians can remember, gardeners itching to get started need wait no longer. Thanks to Fernlea Flowers' Pansymonium spring collection of exotic yet hardy pansies, gone are the days of having to patiently wait until the risk of frost was over. No more need for gardeners to cover their precious flowers if cold weather threatens in late May or early June. Put to rest are those early mornings of hosing off frost-damaged plants before the sun hits their leaves!

While most of us are still longingly flipping through gardening magazines and dreaming of plants to come, there is an incredible buzz and excited pace at Fernlea's greenhouses, as growers prepare to ship the Pansymonium collection to retailers across Ontario. This phenomenal array of stunningly picturesque pansies will arrive at most retailers by early April, ready to be planted in garden beds or containers immediately!

Although it sounds too good to be true, president and third-generation operator of Fernlea Flowers, Jeff Howe, assures us the Pansymonium collection is everything it is supposed to be. "We have selected some of the world's most exotic and unusual pansies, but we grow them to thrive in Canada's cold weather of early spring.

We don't usually associate "exotic" and "hardy", but Fernlea Flowers, one of North America's largest greenhouse growers, has a long-standing reputation of challenging the traditional norms of Canadian gardening. A family-owned and operated business, Fernlea has a history of offering top quality plants with proven garden performance benefits that gardeners can enjoy in new and innovative ways. They introduced the hugely popular Icicle Pansies in 2000, a unique variety of autumn-planted pansy that beautifies a fall garden, "sleeps" for the winter, and then blooms again in early spring.

More recently, Fernlea announced the introduction of the Red Star Spike (*Cordyline australis*), a gorgeous new accent plant with broad leaves, deep rustic red tones and vigorous growth habit specially selected for its hardy tolerance of Canada's early spring.



Fernlea's expertise in cold-weather gardening ensures the success of their early spring collection of pansies. The secret? The Pansyonium pansies are specially grown at extremely low temperatures in well designed greenhouses so when planted outside, they are right at home. "We combine science, innovation and state-of-the-art production techniques with our year round passion for gardening. We will not let a little cold weather stand between us and our plants!" says company president, Jeff Howe.

Gardeners can choose from three different varieties that comprise Fernlea's Pansyonium collection. Flamenco Pansies look like they are ready to dance up a storm with their ruffled petals and bright colours. Big Shot Pansies are touted to be the world's biggest pansy, with petals that easily dwarf the palm of your hand. This year, gardeners should look for the newest member of the Big Shot team, the 'Big Shot Lemon', an incredibly large lemon-coloured flower, absent of face, but graced with black whiskers that highlight the beautiful pale yellow. Hot Chilly pansies are a small but mighty bundle of intense colours in a multitude of blooms. Hot Chilly pansies are available in handy six packs, and the Flamenco and Big Shot Pansies are available in both packs and pots. Or, gardeners can select Fernlea's ready-to-go container gardens featuring the Pansyonium pansies.

For more information, please visit www.fernlea.com. Fernlea offers a consumer-friendly and refreshingly useful website where gardeners can enjoy a selection of easy-to-follow recipes that allow gardeners to create their own masterpiece. Fernlea also offers a "Fresh Notify" system where consumers can sign up to be notified when fresh plants have just been delivered to a nearby garden centre. The "Where to Buy" tab will help customers locate the nearest retailer offering the Pansyonium collection of bountiful beauty.

The final message? Don't be held back by a little cold weather.
Ladies and gentlemen, start your Rototillers! It's time to get gardening!

The logo for Flamenco Pansies features the word "flamenco" in a lowercase, serif font, with a red rose icon to its right. Below it, the word "pansies" is written in a smaller, lowercase, sans-serif font.

Canadian Editorial Press

For more information, images or interviews, please contact:

Anne Anderson, Fernlea Flowers Ltd.,

Phone 519-439-4999 Email webmaster@fernlea.com

The logo for Big Shot Pansies features a yellow flower icon with a black face above the words "BigShot" in a large, bold, sans-serif font. Below it, the word "pansies" is written in a smaller, lowercase, sans-serif font.The logo for Hot Chilly Pansies features the words "HOTChilly" in a stylized, colorful font with a trademark symbol. Below it, the word "pansies" is written in a smaller, lowercase, sans-serif font.

###

The logo for Fernlea Flowers features the word "Fernlea" in a large, bold, serif font with a stylized 'F'. Below it, the word "FLOWERS" is written in a smaller, uppercase, sans-serif font.

Pansyomium – A collection of unusual and exotic pansies

PHOTOGRAPHS available upon request.

Contact Anne Anderson, Fernlea Flowers Ltd.

webmaster@fernlea.com 519-439-4999



Many pansy bloom photos are available

