Press Release

Garden Floral Design Makes A Red Carpet Statement

As part of Tu Bloomâ€™s arrangements for this yearâ€™s GRAMMYsÂ® red carpet look, BeaconÂ® Impatiens shine. Home gardeners can achieve the same elegance.




WEST CHICAGO, ILLINOIS, January 2020: On Jan. 26 the red carpet of the 62nd Annual Grammy Awards® was aglow with the elegant attire of today's top-performing musical artists and award nominees. **Tu Bloom's designs** featuring Beacon® Impatiens were there dressed to impress. The living garden floral design by the official botanical artist of the GRAMMYs® was chosen to be both a glamorous statement, as well as a project gardeners of all abilities can attain for their own homes.

Grown locally in California by the expert team at Kawahara Nurseries, the 22 Beacon White and Beacon Bright Red topiaries graced the limousine entrance where the stars arrived, down the stunning red carpet, all the way to the end-cap of photographers and telecasted entertainment shows. The estimated Nielsen audience who witnessed Tu Bloom's design featuring Beacon Impatiens rose above 13.1 million viewership, with many more watching online coverage at outlets such as Grammy.com, Variety, Entertainment, and others.

"Everything has worked out so well. The design prototype I created came together with the gorgeous plants from PanAmerican Seed," **Tu Bloom** told the PanAmerican Seed Facebook live audience just moments before the start of the show. "My goal from the beginning has been to take this elegant design and make it attainable for any gardener with any level of skill. I look forward to seeing home gardeners replicate some form of my GRAMMY design."

The Beacon Impatiens topiary consisted of two 12-in. hanging baskets and coco liners wired together with dozens of Beacon White Impatiens growing around the sphere. The red carpet installation included a 4-in. plastic pipe covered in fresh-cut lemon leaves, and flanged to a sturdy display base. Beacon Bright Red in 6-in. pots filled its pedestal and replicated the same red color as the iconic carpet.

"Watching the pre-show entertainment shows was such a thrill," says **Claire Josephson**, marketing manager for PanAmerican Seed. "We want to thank Tu Bloom for his vision for our plants and truly creating something special. We also appreciate what a team effort it was to bring everything together for Music's Biggest Night."

"This project was such an incredible opportunity for us," says **Andrew Kawahara** of Kawahara Nurseries in Morgan Hill, Calif. "From start to delivery it took a village to make this all happen. We are very grateful to be able to participate in this unique project for Tu Bloom and the 2020 GRAMMYs. What better than the red carpet to introduce Beacon Impatiens?"

Making its 2020 spring retail debut, Beacon Impatiens from PanAmerican Seed grows stronger and shines longer by filling shade gardens with bright color. Key to its performance is high resistance to Impatiens downy mildew, a destructive disease that has affected garden impatiens for over a decade. Now, with its proven quality, Beacon Impatiens fills hanging baskets, window boxes and shade landscapes with colorful flowers, and fills gardeners with confidence.

Order Beacon Impatiens seed and add this newsmaker to your 2020 programs. FREE POP and retail support are available to further promote this product to your customers. To learn more about Beacon Impatiens, visit **www.BeaconImpatiens.com**.

About PanAmerican Seed

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, Illinois, that produces high-quality and best-performing varieties, including NEW disease-resistant Beacon Impatiens. Research facilities in North and South America, the Pacific Rim and Europe enable us to test and evaluate new varieties under numerous climate conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. For more information, visit panamseed.com.

About Tu Bloom Designs

Botanical artist Tu Bloom creates spectacular compositions and astounding displays for both container and landscape garden designs. The exclusivity of this style combined with his keen eye

for designs that are globally sensitive makes his live botanical creations a magnet. Nationally, Tu Bloom Designs has partnered with some of the largest news, media and entertainment outlets in the United States, and is the official botanical artist of the GRAMMY Awards®. To learn more, visit www.tubloom.com.