

HOLIDAY-PERFECT GARDEN GIFTS FOR SPLURGE OR DEAL PRICES

Philadelphia, PA – Searching for the perfect gift for the garden aficionado in your life? “Great gifts for gardeners won’t be in short supply this season,” says Susan McCoy of the Garden Media Group, a media firm specializing in the gardening industry.

McCoy says that whether you are looking for splurge-worthy garden accessories or modest-type stocking-stuffers, home and garden retailers have something for most any budget.



Campania International
Pisa with Candle

“Retail research groups are predicting that holiday spending will increase this season,” says McCoy, who expects to see more gifts given to make outdoor living spaces more beautiful, like a luxurious container for a new deck or patio.

The NPD Group, a retail information company, reports that shoppers plan to spend an average of \$681 this holiday season compared with \$655 last year.

With the endless realm of gift ideas for the home and garden, shoppers will be hard-pressed not to find a gift that is the “perfect fit” for their budgets and the loved ones on their holiday shopping list.

SPLURGE WORTHY GARDEN ACCESSORIES FROM CAMPANIA INTERNATIONAL — BUDGETS FROM \$50-\$250

If your sweetie would prefer jewelry for her garden, Campana offers a stunning array of investment piece ornaments for the patio and garden. From classic planters and birdbaths to benches and statuary, Campana items are designed to dazzle and built to last. Pieces are available in classic cast stone, stylish glazed terra cotta, polyethylene or terra cotta. Among the statuary are cherubs and a variety of animals, including squirrels, frogs, pigs, cats and dogs. Just wrap them with a big red ribbon and put them under the tree. Campana planters work well inside the home when incorporated into the overall holiday decorating theme using colored candles or decorative pinecones. Visit <http://www.campaniainternational.com>.

THE GATEWAY TO GREAT GARDENING VIA BURPEE.COM — BUDGETS FROM \$2.49-\$150.00

For shoppers with more than one gardener on their list, Burpee.com is an excellent place to find something for everyone. Burpee gift offerings now include gadgets for the kitchen like aprons and vintage-serving trays to gizmos for the garden like miniature electric greenhouses, seed starting kits, and stylish yet functional vegetable hods. And for gardeners that have been extra good this year, Burpee’s new Multi-Bench, which converts from a bench into a desk and table,

offers uber-convenience for transitioning an outdoor room from office space to entertaining area. Burpee's vegetable and flower seed packets make wonderful stocking stuffers. Visit <http://www.burpee.com>.

A Gift From the Exotic – Budgets From \$8.00-\$25.00

For hard-to-please gardeners, try the gift of the exotic. Plant explorers travel all across the world to excavate jewels for inclusion in the Heronswood Nursery collection. One such plant is the Abutilon "Ginger Bomb." With substantive bells of distinctive yellow throughout summer and autumn, this newly introduced "flowering maple" produces a steady progression of sweet ginger-colored bells veined with light pink. Handsome broad deep green foliage, carried along a framework to 6 ft., provides the perfect foil to appreciate the lovely floral effects. Visit www.heronswood.com.



Abutilon "Ginger Bomb"

STOCKING-UP ON GARDEN SECRETS — BUDGETS FROM \$25.00-\$250.00

Buy your gardening enthusiasts the keys to easy success in their yard and gardens: liquid soil aerator and spray on deer repellent. LazyMan Liquid Soil Aerator is a natural way to prepare your lawn for the spring. Just spray it on your lawn and garden to help increase nutrient absorption and earthworm population for a greener, more beautiful yard. Deer Stopper® is 100 percent certified organic, smells like shampoo and uses smell and taste to repel deer from gardens and yards. The product's mint and rosemary smell is pleasant to humans but repulsive to deer looking for their next meal in your backyard. Your gardener will love you even more if you give them a homemade certificate offering to apply these products for them! For further information, visit www.outsidepride.com and www.messinawildlife.com.

FORGET THE FRUITCAKE – ROSES UNDER \$12

Unlike traditional fruitcake and even poinsettias, a gift of Sunblaze® Roses lives forever – either in a container inside or outside on a deck or patio, and planted permanently in the garden. A blazing ball of color in traditional holiday red, white or pink, Sunblaze roses grow only 18-24" round, about the size of a mum, and look great clustered together or standing alone in a decorative pot. Their compact size makes them the perfect alternative as a container plant for the home or office. Check out all the festive holiday colors at www.starroses.com.

GARDEN GIFT CERTIFICATES — ONE-SIZE-FITS-ALL BUDGETS

Spring 2007 promises to be one of the most exciting seasons for plant introductions yet. With breakthroughs in breeding, gardeners can now enjoy designer plants like the compact cultivars in the Raymond Evison Patio Clematis™ collection which are the first clematis bred to be grown in a container or small spaces, and Star Roses® White Eden, the first-ever disease resistant and fragrant climbing rose. The Heronswood collection is so enormous it can be hard to pick just one plant for a gift.

If all the choices feel a little overwhelming or the gardener on your gift list is too picky, buy a gift certificate. It's an easy yet still thoughtful gift since you're tailoring it around that person's biggest joy in life: gardening.

2006 HOLIDAY SHOPPING FORECASTS FROM THE NPD GROUP

- * 67 percent of Shoppers say they will shop at discount stores such as Target and Wal-Mart.
- * 37 percent expect to shop online.
- * 51 percent said they comparison-shop before they buy.
- * 32 percent plan to buy holiday gifts on sale.
- * 27 percent say they will pay more for the perfect gift.

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For more information gift ideas or high resolution photos, contact the Garden Media Group at (610) 388-9330.