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Garden Media Group Smashes into the Blogosphere

Chadds Ford, PA – August 17, 2006 – Garden Media Group (GMG) has a lot to talk about and is doing it through the agency's recently re-launched garden blog: www.gardenplot.blogspot.com.

"Getting folks talking about gardening and outdoor living is extremely important to us," enthuses Susan McCoy, GMG president and owner. "It's our hope that the posts we provide will be not only informative but will stimulate discussion from those who read them."

Called the *Garden Plot*, GMG's blog focuses on all things gardening from growing tips and techniques to green industry news and even updates on new products and important "happenings" in the business.

"We want our blog to offer a little something for everyone, including home gardeners, the media and other good friends we've made throughout our many years in the gardening and horticulture industry," says McCoy.

GMG will update the blog on a weekly basis with additional postings of breaking news. Planned topics include the 2006 Garden Writers Symposium, the agency's annual trends report and gardening holiday gift guide.

Anyone who wants to include a story or news item on the GMG blog can submit it to info@gardenmediagroup.com. The post will be reviewed and, if applicable, published on the blog. Additionally, the GMG blog is available for cross-linking.

"The more we as an industry populate the Internet with positive news about the virtues of gardening, the more we hope people will join in this wonderful activity," says McCoy.

In July 2006, the Pew Internet & American Life Project estimated that the U.S. "blog population has grown to about 12 million American adults," some 8% of U.S. adult internet users. The number of U.S. bloggers is estimated at 57 million adults, or about 39% of the U.S. online population.

"The blogosphere is a new and exciting community GMG wants to cultivate," adds McCoy. "We are always looking for faster and smarter ways to reach gardeners and stay connected. Blogging does both at the same time."

About Garden Media Group

GMG, a division of IMPACT Marketing & PR, Inc., an award-winning public relations and marketing communications firm, specializes in the lawn & garden public relations industry. For more information about GMG, visit www.gardenmediagroup.com.

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