



The 2021 Philadelphia Flower Show is an annual celebration of beauty, joy, and all things horticulture! Whether you choose to attend as a novice or expert gardener, want an outdoor experience surrounded by beautiful garden and landscape displays, if you're a vendor, exhibitor, or member of the media looking to promote this event, this year's Flower Show is for you!

After 193 years of being indoors, the Flower Show makes its inaugural outdoor debut. We invite you to share the excitement of the 2021 Show through your own social media using this handy toolkit.

### Flower Show Graphics:



To download these images (and more!) please visit: <https://bit.ly/3cbTenb>

### Website & Social Links:

**Website:** PHSONline.org

Visit the Flower Show section of our site! Find online ticket sale information, exhibitor info, health and safety guidelines, event schedules, travel details, accommodations, and much more!

## **2021 Flower Show Hashtags: #FlowerShow**

### **Facebook**

- [@theFlowerShow](#): Official PHS Philadelphia Flower Show Facebook page
- [@PHSGardening](#): Official PHS Facebook page

### **Instagram**

- [@PHSGardening](#): Official PHS Instagram account

### **Twitter**

- [@PhilaFlowerShow](#): Official PHS Philadelphia Flower Show Twitter account
- [@PHSGardening](#): Official PHS Twitter account

### **Pinterest**

- [PHS \(Pennsylvania Horticultural Society\)](#): Official PHS Pinterest account

### **YouTube**

- [@PHSGardening](#): Official PHS YouTube page

### **LinkedIn**

- [Pennsylvania Horticultural Society \(PHS\)](#): Official PHS LinkedIn page

## Sample Posts – Flower Show general promotion:

### Facebook

Join @PHSgardening at FDR Park from June 5–13 for the 2021 Philadelphia #FlowerShow - HABITAT: Nature's Masterpiece. Indulge in days full of flowery fun in a new outdoor location! Get your tickets today. ➡ <https://bit.ly/2NF5t24>

The 2021 PHS Philadelphia Flower Show will be blooming outdoors in FDR Park June 5-13. Indulge your love for plants, sunshine, and acreage of space at HABITAT: Nature's Masterpiece. Get your tickets ➡ <https://bit.ly/2NF5t24>

The 2021 PHS Philadelphia Flower Show will be blooming outdoors this year! Join us at FDR Park from June 5–13 to take in some fresh air, fun activities, and beautiful sights in a socially-distanced setting. Get your tickets today ➡ <https://bit.ly/2NF5t24>

### Twitter

Start off the summer right! The 2021 PHS Philadelphia #FlowerShow will be blooming in FDR Park this summer. Check out HABITAT: Nature's Masterpiece and see all that the outdoor Flower Show has to offer. Get your tickets here ➡ <https://bit.ly/2NF5t24>

Immerse yourself in acres of breathtaking, colorful floral exhibits that explore the beauty of nature. Kick off your summer at the outdoor 2021 PHS Philadelphia #FlowerShow, June 5–13 at FDR Park. Get your tickets here ➡ <https://bit.ly/2NF5t24>

Learn sustainable greening practices at the 2021 @PhilaFlowerShow! Join @PHSGardening as we garden for the greater good outdoors from June 5–13 at FDR Park. #FlowerShow For tickets, visit ➡ <https://bit.ly/2NF5t24>

### Instagram

Join @PHSgardening in FDR Park from June 5–13 for the 2021 #FlowerShow HABITAT: Nature's Masterpiece. Indulge in days full of flowery fun in a new outdoor location! Get your tickets today ➡ <https://bit.ly/2NF5t24>

Immerse yourself in acres of breathtaking, colorful floral exhibits that explore the beauty of nature. Kick off your summer at the outdoor 2021 @PHSphsgardening Philadelphia #FlowerShow, June 5–13 at FDR Park. ➡ <https://bit.ly/2NF5t24>

Get your fill of FLOWERS at the 2021 @PHSphsgardening Philadelphia Flower Show HABITAT: Nature's Masterpiece. This year the new outdoor location at FDR Park, showcases the beauty of nature from June 5-13 ➡ <https://bit.ly/2NF5t24>

## Sample Posts – Attractions & Events:

### Butterflies Live!

Butterflies Live! at the #FlowerShow is a fully immersive experience and fun for all ages! Walk through the pollinator garden and feed more than 1,000 domestic and exotic butterflies in a socially distanced setting. Get your tickets [→ https://bit.ly/3d0Plkf](https://bit.ly/3d0Plkf)

- Design District

The stunning centerpiece of the 2021 Philadelphia Flower Show will provide guests with a 360-degree view of large-scale floral and landscape displays. Visit the Design District during this year's outdoor #FlowerShow, June 5-13 at FDR Park. Get your tickets today [→ https://bit.ly/2NF5t24](https://bit.ly/2NF5t24)

- Plant District

This year's Philadelphia #FlowerShow will feature the unique Plant District, where visitors can experience plants at their peak perfection! See hundreds of floral beauties—from June 5–13 at FDR Park, held outdoors with loads of gardening possibilities. Get your tickets [→ https://bit.ly/2NF5t24](https://bit.ly/2NF5t24)

- Garden District

Are you 'plant-curious'? Join us in the Garden District at this year's outdoor Philadelphia #FlowerShow. Talk with our experts and learn how to bring new, innovative gardening ideas to life at your own home from June 5–13 at FDR Park! Plan your visit today [→ https://bit.ly/2NF5t24](https://bit.ly/2NF5t24)

- Flowers After Hours

Show off your finest "Hort Couture" during our Flowers After Hours party at the Philadelphia #FlowerShow! Guests are invited to wear their floral best and safely tour the Show grounds with live music, food, and beverage options. Purchase your ticket today [→ https://bit.ly/3sbu1Pb](https://bit.ly/3sbu1Pb)

- Early Morning Tours

Early bird exclusive! Want to learn more about this year's Philadelphia #FlowerShow at FDR Park? Enjoy a behind-the-scenes look at the many intricacies of the Show before our doors open each day. Get your tickets [→ https://bit.ly/3r8D4iB](https://bit.ly/3r8D4iB)

- Park Picnic

Dine in style at this year's Philadelphia #FlowerShow at FDR Park! Guests will be able to pre-order a Park Picnic – a reusable tote filled with a delicious lunch for 2. Tasty treats await you in a tote filled with an array of food and optional spirits. Enjoy our

favorite Flower Show fare in a safe, outdoor setting. Reserve your picnic today! [→ https://bit.ly/3tQN81H](https://bit.ly/3tQN81H)

- Family Frolic

Seeking outdoor fun for all ages? Look no further! On Saturday June 12, join in on our Family Frolic at the Philadelphia #FlowerShow! This event is perfect for anyone with children looking for a fun, socially-distanced day outside with kid-friendly activities, sights, and sounds. Get your tickets today to join the fun! [→ https://bit.ly/31484Wq](https://bit.ly/31484Wq)

- Evening at the Flower Show

Join PHS for an Evening at the Flower Show! This evening fundraiser on June 5 supports PHS's work all year in service to strengthening communities throughout the region. The upscale festivities will be held outdoors with safety measures in place. Get your tickets [→ https://bit.ly/2NMQ9AI](https://bit.ly/2NMQ9AI)

### **Copy for E-communications and/or website inclusion:**



**Download graphic: <https://bit.ly/2QfPaKb>**

From June 5–13, the 2021 Philadelphia Flower Show will showcase the best of HABITAT: Nature's Masterpiece to the region and to the world! In its outdoor location of FDR Park, the Show will span 15 acres of the Park's footprint, expanding in size to nearly 450,000 square feet of exhibits, activities, and open space for its inaugural location after 193 years.

During your visit to HABITAT: Nature's Masterpiece, explore nature, sunlight, plants, gardening, pollinators, and more!

The early June dates are at the height of the gardening season, allowing for new possibilities for guests to experience seasonal flora. Beyond the early summer timing and outdoor location, the Show's new three-District layout, more shopping opportunities, and outdoor-centric add-on activities allow a safe, exciting experience for all ages. As always, the Flower Show offers exceptional beauty and an increased diversity of flowers and plants, with the most designers ever showcased.

This year's Show will feature reserved tickets for morning or afternoon sessions, with other health and safety requirements such as: maximum occupancy limits; required masks; social distancing; and strict adherence to recommendations from the CDC and City/State health officials to keep all Flower Show attendees safe.

Plan your visit today!  <https://phsonline.org/the-flower-show>

## **About the PHS Philadelphia Flower Show**

The PHS Philadelphia Flower Show is the nation's largest and longest-running horticultural event and features stunning displays by the region's most talented horticulturists, plus floral and landscape designers. The Philadelphia Flower Show has been honored as the best event in the world by the International Festivals & Events Association.

Started in 1829 by the Pennsylvania Horticultural Society, today the Flower Show showcases the newest plant varieties, trending garden and design concepts, and the latest sustainable practices.

One of the most profound and lasting impacts of the Philadelphia Flower Show is its long-standing contribution of Show proceeds to support of PHS's nationally recognized greening programs. These programs provide solutions to the transformation of vacant land; enable the planting of thousands of trees to improve the canopy across Pennsylvania, New Jersey, and Delaware; provide training and encouragement to once-incarcerated citizens to become productive members of society; and replenish food banks with organic locally grown produce. The Flower Show is one of our main efforts to helping us achieve our vision of advancing the health and well-being of the Greater Philadelphia region. For information, visit [PHSONline.org](https://PHSONline.org).