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**Media Contact:**

Sin Gogolak | [SGogolak@pennhort.org](mailto:SGogolak@pennhort.org)| 215.988.1631

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Credit: Pennsylvania Horticultural Society

**Pennsylvania Horticultural Society Announces**

**Event Details for 2021 Philadelphia Flower Show**

*Flower Show to Bloom Outdoors in FDR Park in Early June*

**Friday, March 5, 2021, PHILADELPHIA, PA – The Pennsylvania Horticultural Society (PHS) outlined a full schedule of event details for its 2021 Philadelphia Flower Show, “Habitat: Nature’s Masterpiece,” at its recent press conference held in FDR Park, the site of this year’s Show. The Show has been re-imagined to allow for a new, safe experience in a historic Philadelphia park to embrace the beauty and horticultural inspiration that guests have experienced for 193 years. The Philadelphia Flower Show dates are June 5 - 13, 2021, taking advantage of the park’s inspiring natural beauty and expansive outdoors location.**

The 2021 Flower Show will make history, giving guests a chance to experience the beautiful vistas and rolling landscape of FDR Park – a registered historical district – as the Show moves outdoors for the first time in history. Designed by Frederick Law Olmsted – one of the designers of New York City’s famed Central Park – the park was the host location for the 1926 Sesquicentennial Expo of the United States. FDR Park is an inspiring venue that contributes to the splendor that the Flower Show is known for, while also being easily accessible by public transportation and car.

In its new location, 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, a 45% increase from previous Flower Shows held inside the Philadelphia Convention Center. Each year, the Show contributes a beautiful kickoff to the spring growing season and provides an important economic impact on the region of more than $62 million.

An increased footprint in 2021 is intentional, as the Flower Show seeks to offer new experiences for its audience, while also adhering to best practices regarding social distancing. Public safety is a critical component for the upcoming Show, focused on guests and staff alike. 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.

The departure from the Show’s typical late winter timing will allow for a spectacular presentation of the nation’s most looked-to gardening and floral attraction. The early June dates are at the height of the gardening season, allowing for new possibilities for guests to experience seasonal flora. The early summer timing, the outdoor location, the Show’s new District layout, more shopping opportunities, and outdoor-centric add-on activities allow a safe, exciting experience for all ages. The Flower Show will also offer exceptional beauty and an increased diversity of flowers and plants, with the most designers ever showcased.

“The 2021 Flower Show will inspire and bring joy to our visitors and provide gardeners with a wonderful highlight to the growing season,” said Sam Lemheney, PHS Chief of Shows & Events.

Each visitor who purchases a ticket, attends a Flower Show special event, or becomes a PHS member allows PHS to further its work planting trees, supporting neighborhood greening, establishing community gardens, providing job training, managing public gardens, and connecting people with horticulture and one another. Full details for the 2021 Philadelphia Flower Show can be found at: [**www.phsonline.org/the-flower-show**](http://www.phsonline.org/the-flower-show)**.**

**Ticketing Information**

Tickets are currently available for sale online. Tickets are priced as follows:

Adults: $45

Young Friend (18-29): $30

Child (5-17): $20

Child 4 years and under: Free

This year, tickets must be reserved in advance for either a morning session or an afternoon session. The ticket is good only for the guest’s reserved session.

PHS membership provides discounts or free Flower Show tickets at specific membership levels. A special Member’s Preview Day is held on Friday, June 4th from 2 – 6 p.m. Member Premium tickets are also valid from Sunday, June 6th – Sunday, June 13th with a special members-only arrival time of 9 a.m., one hour prior to the Show’s public opening at 10 a.m. Reservations are not necessary for Member Premium Ticket time slots. Detailed membership information is available on the PHS website.

**Flower Show Dates and Hours**

The Flower Show will host 2 sessions each day from June 5-13. These timed sessions help to promote safety and social distancing. Session hours are as follows:

Saturday, June 5: 8 a.m. – 5 p.m.

* Morning Session: 8 a.m. – 1 p.m.
* Afternoon Session: 1 p.m. – 5 p.m.

Sunday, June 6 – Sunday, June 13: 10 a.m. – 7 p.m.

* Morning Session: 10 a.m. – 2 p.m.
* Afternoon Session: 2 p.m. – 7 p.m.

The last guest entry each day is 30 minutes prior to close.

**Flower Show Exhibitors**

The 2021 Flower Show will host the most designers in Show history. Confirmed exhibitors to date include:

* Balmori Associates, a women-led, NY-based international urban and landscape design firm
* \*Donald Pell, Donald Pell Gardens, designer of alluring, immersive gardens with naturalistic plant communities
* Philadelphia Society of Botanical Illustrators
* \*Wambui Ippolito, a horticulturist based in NYC who works for Martha Stewart

\*represents new Show exhibitors

Exhibitors continue to be added, with more information available online on the Show website.

**Flower Show Health and Safety Protocols**

The following measures will be in place for Show visitors with updated guidance provided on the PHS website all the way up to and including Show dates:

* Timed and dated tickets must be reserved in advance at [PHSonline.org/flowershow](http://www.phsonline.org/flowershow) or from one of the PHS official sales outlets at: ACME Markets or AAA
* Daily attendance caps will allow for social distancing
* Masks are required for entry and the duration of the show visit
* Cleaning regimens will operate on an enhanced schedule to ensure sanitizing of all public areas

All visitors will be advised of these measures and the need for self-monitoring of their health prior to attendance.

**Flower Show Districts**

This year’s Flower Show will feature three unique Districts that focus on the interests of gardening enthusiasts at all skill levels. Each District will have an integrated set of characteristics that include floral and plant displays; shopping; education; interactive experiences; and themed food and beverage options. The three Districts include:

* Design District: the stunning centerpiece of the Show that provides guests with a 360° view of large-scale floral and landscape displays
* Plant District: a showcase of plants at their peak of perfection
* Garden District: the educational area of the Show where guests learn how to bring new gardening ideas to life at home; Potting Parties will be presented by Subaru in this area

In addition to the floral, plant, and landscape displays across the Show grounds, other areas will engage gardeners during Show dates, including:

* Gardeners’ Green: as a testament to a historic public commons area, the Gardener’s Green space will showcase beautiful, creative, sustainable, and practical approaches to enhancing everyday living through horticulture – from front yards, to kitchen gardens, edible landscaping, even rain gardens. Experts will be on hand to customize guest visits, answer questions, and share techniques and ideas with downloadable subject guides tailored to plant lovers’ needs.
* PHS Members’ Lounge: this area will include curated selections from the PHS McLean Library for garden enthusiasts to enjoy
* PHS Shop: the onsite destination for Show-specific merchandise

**Flower Show Ancillary Events**

In addition to the three Districts, PHS will host several special events during the Show dates. Events include:

* Butterflies Live!: June 5 - 13, 9 a.m. – 7 p.m.; guests will experience native butterflies in a socially distanced outdoor exhibit; held outdoors with safety measures in place; additional fee applies
* Evening at the Flower Show: Saturday, June 5, 6 – 10 p.m.; a special evening fundraiser that supports PHS’s work all year in service to strengthening communities throughout the region; held outdoors with safety measures in place; additional fee applies
* Flowers After Hours: Friday, June 11, time TBD; theme is “Hort Couture,” where guests will wear their floral best and safely tour the Show grounds with live music, food and beverage options; held outdoors with safety measures in place; additional fee applies
* Family Frolic: Saturday June 12, 10 a.m. – 3 p.m.; perfect for anyone with children looking for a fun day outside with kid-friendly activities, sights and sounds; held outdoors with safety measures in place; no additional fee

**Flower Show Food and Beverage**

The Flower Show will feature a wide variety of menu options, including: Park Picnics that can be pre-ordered; a Food Bazaar with multiple food stalls; The Beer Garden within the Garden District; Tastes of Philly; traveling refreshments; available meals and seating within the Park’s landmark Boathouse; and more. Additional outdoor designated eating areas will be available for guest safety.

**Pre-Flower Show Buzz**

Philadelphia will bloom into action with the PHS Bloom Philly! contest, taking place the last weeks of May. The contest involves numerous local businesses that create floral-themed window displays and creations that celebrate the Flower Show.

From May 8-31, the East Passyunk Avenue Business Improvement District will host “Garden Days,” a three-week series of socially distanced events where the area’s small businesses and restaurants will celebrate flowers, plants, and the environment.

**Flower Show Sponsors**

Flower Show exclusive sponsors are Bank of America, Independence Blue Cross, and Subaru of America. Official sponsors include: ACME, Bartlett Tree Experts, Belgard, Green Mountain Energy, and STIHL.

**ABOUT PENNSYLVANIA HORTICULTURAL SOCIETY**

**The Pennsylvania Horticultural Society (PHS)**, an internationally recognized nonprofit organization founded in 1827, plays an essential role in the vitality of the Philadelphia region by creating healthier living environments, increasing access to fresh food, growing economic opportunity, and building deeper social connections between people. PHS delivers this impact through comprehensive greening and engagement initiatives in more than 250 neighborhoods; an expansive network of public gardens and landscapes; year-round learning experiences; and the nation’s signature gardening event, the Philadelphia Flower Show. PHS provides everyone with opportunities to garden for the greater good as a participant, member, donor, or volunteer. For information and to support this impactful work, please visit [PHSonline.org](http://www.phsonline.org/).

**ABOUT THE PHILADELPHIA FLOWER SHOW**

The PHS Philadelphia Flower Show is the nation's largest and the world’s longest-running horticultural event and features stunning displays by some of the world’s premier floral and landscape designers. The Show has been named “Best Event” by the International Festivals and Events Association and “Best of the Best” by the American Bus Association (for the fifth consecutive year) in 2020-2021.

Started in 1829 by the Pennsylvania Horticultural Society, the Show introduces diverse and sustainable plant varieties and garden and design concepts. In addition to acres of garden displays, the Flower Show hosts world-renowned competitions in horticulture and artistic floral arranging, gardening presentations and demonstrations, special events, and the citywide Bloom Philly! pre-Show celebration. Visit: [PHSonline.org/the-flower-show](http://www.phsonline.org/the-flower-show)

**PHILADELPHIA PARKS & RECREATION (PPR)** advances the prosperity of the city and the progress of her people through stewardship of nearly 10,200 acres of public land and waterways, and management of 500 recreation buildings, 166 miles of trail, and 250 playgrounds. PPR offers safe, enjoyable recreation, environmental and cultural programs and events throughout Philadelphia's parks and recreation system. PPR promotes the well-being and growth of the city’s residents by connecting them to the natural world, to each other and to fun, physical and social opportunities.

In 2017, Philadelphia Parks & Recreation Commissioner Kathryn Ott Lovell, set about implementing the park system’s first strategic plan: Our Path to 2020 and Beyond. As a result, PPR is undertaking a period of historic change, setting the department on a course to become a modern, equitable and exceptional parks and recreation system. Visit us at [www.phila.gov/parksandrec](http://www.phila.gov/parksandrec), and follow @philaparkandrec on Facebook, Twitter, or Instagram.

**FDR PARK –1500 Pattison Avenue and S. Broad Street, Philadelphia, PA**

Franklin Delano Roosevelt Park (FDR Park) is Philadelphia’s iconic 348-acre park carved out of the tidal marshes in South Philadelphia. Designed by the Olmsted Brothers in 1914, FDR Park’s sequence of picturesque lakes with adjacent lawns are connected by a network of carriage and foot paths. In 1926, the park hosted the national Sesquicentennial Exhibition and several grand civic buildings, including the iconic Boathouse, opened for the first time.

Today, FDR Park hosts a playground, 4 baseball diamonds, a renowned skate park, a network of lakes, the Swedish American Museum, and 126 acres of woodland. In 2019, after engaging with nearly 3,000 community members and stakeholders, Philadelphia Parks & Recreation and the Fairmount Park Conservancy published a master plan to reimagine a historic Olmsted Park to serve 21st century Philadelphians. The plan, designed by WRT, creates an ecologically sustainable vision for FDR Park that inspires investment, meets the needs of all users today and tomorrow, and focuses on resiliency in the face of a changing climate.

Read more at: <https://myphillypark.org/what-we-do/capital-projects/fdr-park/>

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