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Credit: Pennsylvania Horticultural Society

**FOR IMMEDIATE RELEASE**

**Pennsylvania Horticultural Society Announces  
Roster of Exciting New and Returning Activations and  
Events at the 2023 Philadelphia Flower Show,  
“The Garden Electric”**

*Guests can anticipate an exciting lineup of activations and special events including live music, hands-on crafting experiences, and family-friendly experiences*

**November 18, 2022 – PHILADELPHIA, PA – At a press conference held this morning, the Pennsylvania Horticultural Society shared artistic renderings and details for its lineup of activations and events coming to the 2023 PHS Philadelphia Flower Show. With a wide array of updated returning favorite activities as well as several new, exciting experiences, *The Garden Electric* offers something magical for every attendee. The 2023 Flower Show will run March 4 – 12, 2023 at the Pennsylvania Convention Center.**

**Tickets are on sale now at the lowest and best prices. As a special holiday promotion, PHS will extend this offer through December 31, 2022. Single adult tickets are priced at \$38.50 with additional best price options for students, children, and families. Tickets are available at [tickets.phsonline.org](https://tickets.phsonline.org).**

The 2023 Flower Show has taken the most beloved aspects of the past 2 outdoor Shows and incorporated the festival-style elements into the indoor event for the first time. This integration of outdoor elements into the indoor format creates a familiar, yet fresh approach to experiential activities for guests to enjoy in addition to the stunning floral and garden exhibits. The artistic renderings offer a sneak peek of the 2023 Flower Show’s activities and design.

“The joy that we feel when engaging in something creative is what inspired the guest experiences for the 2023 Flower Show. We want Flower Show attendees to channel the spirit of the bright and exuberant gardens and get involved doing and making something that will be a lasting memory,” said PHS’s Director of Experiences and Engagement, Rebecca Schuchart.

## **NEW ACTIVITIES AND SPECIAL EVENTS FOR 2023 INDOOR FLOWER SHOW**

New activities and events this year will encourage guests to engage with flowers and gardens in a fun and imaginative way while also providing entertainment suited for a variety of tastes.

- **Live music curated by SNACKTIME – The best and brightest local artists will perform daily for guests. During a day of seeing amazing exhibits, take a pause to enjoy some tunes.** Stay tuned for more information on musical lineup and performance schedules. *Free with admission.*
- **Kids Cocoon – A play area for kids to explore and learn, while giving caretakers the ability to enjoy a pause from a day of discovery.** Featuring discovery tables, artistic programs, hands-on education, and more, this space will be open daily and is free to enjoy with a Flower Show ticket purchase. Daily programming for children and families will be curated in partnership with local organizations. *Free with admission.*
- **Design & Dine – Design & Dine, sponsored by Smithers-Oasis is perfect for guests seeking a social, hands-on experience to create their own *Garden Electric*-inspired floral arrangement, all while enjoying a light meal.** This fun, social activity is the perfect way for loved ones to spend time together and create something entirely unique. For every two tickets purchased to this delicious crafting experience, a meal will be donated to those in need through PHS's catering partner HUNGRY, offering the ability to not only have fun, but do good. *Purchase required.*
- **Bloom Bar – A walk-up experience offering guests the opportunity to purchase pre-assembled, fresh floral crowns in the heart of the Show floor.** These gorgeous, wearable pieces of floral art offer a beautiful way for guests to grab, go, and wear -- showing off their floral best. *Purchase required.*

## **RETURNING AND RE-IMAGINED ACTIVITIES AND SPECIAL EVENTS FOR 2023 INDOOR FLOWER SHOW**

In addition to new guest experiences, Flower Show attendees can also anticipate the return of several beloved favorites curated through a fresh lens.

- **Artisan Row – The Flower Show's re-imagined experiential hub where guests can create an elevated floral or gardening-inspired craft, working side-by-side with artisans.** Now even larger due to popular demand, Artisan Row will feature 7 different crafts including fresh floral crowns, Flower Show candles, floral handbags, floral bouquets, terrarium making, dried flower bud vases, and botanical jewelry. *Purchase required.*
- **Butterflies Live! – Experience exotic butterfly species never seen before in the color palette of *The Garden Electric*!** Spend time with these beautiful pollinators, all while enjoying a serene environment surrounded by flowering

plants. This is an all-ages activity, perfect for both kids and kids at heart!  
*Purchase required.*

- **Early Morning Tours – Led by expert tour guides, these 2-hour tours offer guests the opportunity to learn more about the Flower Show’s world-renowned garden designers and landscape architects, plus get up close to displays, the PHS Hamilton Horticult, and competitive classes before the Show opens for general admission hours.** New this year, guests will receive a special, complimentary gift and now have the option to register for weekend tour times. *Purchase required.*
- **Guided Photography Tours – Led by experienced photographers, this guided tour experience offers both novice and professional shutterbugs the opportunity to capture the beauty of The Flower Show ahead of general admission hours.** Guests will learn photographic tips and tricks and discover more about the spectacular floral displays, the PHS Hamilton Horticult, and competitive classes, alongside a professional photographer. *Purchase required.*
- **Family Frolic – This special day at the Flower Show is dedicated to those with little ones.** Packed with activities and programming, this event takes place on the last Sunday of the Flower Show (Sunday, March 12). Activities include face painting, giveaways, mascot visits and more. Free for all to enjoy with a Flower Show ticket purchase. *Free with admission.*
- **Fido Friday – The dogs are back after a 2-year hiatus!** This event invites guests and their four-legged pals to experience *The Garden Electric* together, featuring fur-friendly activations. *Free with admission.*
- **Flowers After Hours – Join us for a night of mystery and intrigue within *The Garden Electric!*** At our annual Flower Show after-hours dance party, we will turn down the lights and turn up the vibes with this year’s theme, **Garden Noir**. Dress in your all-black best paired with a masquerade-style mask and dance the night away among the gardens. The evening will feature live music, cabaret entertainment, a variety of food and beverage tastings, and giveaways from a wide range of party partners. Guests can explore all the Flower Show floral, garden, and landscape designs during the event. Must be 21+ with ID to attend. Separate ticket required – can be purchased online or onsite.
- **Potting Parties – Learn the tricks of the trade at these energetic container gardening workshops hosted by designer Tu Bloom (floral designer for the GRAMMYS®).** These parties are engaging for all, and end with you taking home your very own creation for lasting floral beauty. Sponsored by Subaru of America. *Purchase required.*

**For more information, pricing for these exciting activations and events, and to stay up to date with the latest information for the 2023 Flower Show, please visit [phsonline.org/the-flower-show](https://phsonline.org/the-flower-show) or email [flowershowtickets@pennhort.org](mailto:flowershowtickets@pennhort.org).**

Each visitor who purchases a Flower Show ticket, attends a Flower Show special event, or becomes a PHS member contributes to PHS to further its community-driven work planting trees, supporting neighborhood greening, establishing community gardens, providing job training, managing public gardens, and connecting people with horticulture.

### **HEALTH AND SAFETY PROTOCOL**

Public safety is a critical component for the Philadelphia Flower Show, and adherence to recommendations from City/State health officials is paramount to Show planning. PHS will continue to work closely with health officials leading up to the Show with updated guidance available online.

### **ABOUT PENNSYLVANIA HORTICULTURAL SOCIETY**

The Pennsylvania Horticultural Society (PHS), an internationally recognized nonprofit organization founded in 1827, uses horticulture to advance the health and well-being of the Greater Philadelphia region. PHS programs create healthier living environments, increase access to fresh food, expand access to jobs and economic opportunity, and strengthen deeper social connections between people. PHS's work spans 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.

### **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. 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, and special events.

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