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Credit: Pennsylvania Horticultural Society

FOR IMMEDIATE RELEASE

Pennsylvania Horticultural Society Announces 2024 PHS Philadelphia Flower Show Theme and New Pricing Model

***For a Limited Time, Tickets for The 2024 PHS Philadelphia Flower Show,
'United by Flowers,' are on Sale at
The Lowest Price of The Year***

November 10, 2023 – PHILADELPHIA, PA – Today, The Pennsylvania Horticultural Society unveiled the theme of the 2024 PHS Philadelphia Flower Show: *United by Flowers*. The 195th PHS Philadelphia Flower Show will be held March 2 - 10, 2024 at the Pennsylvania Convention Center.

***United by Flowers* celebrates the colorful community that comes together to share in their love of gardening, flowers, and plants, and the impact they make on our lives all year round.**

The theme emphasizes the unity that blooms each Spring at the PHS Philadelphia Flower Show – a moment when hundreds of thousands from the region, nation, and the world come together to experience the transformative power, stunning beauty, and joyfulness of gardening. This year's theme honors this flower-filled world and all the unique people at the heart of the Flower Show—from trendsetting professional designers to amateur competitors who have been submitting plants for blue ribbons for decades, from fashionistas in floral attire looking for the ultimate selfie, to generations of families and crowds of friends who make it an annual tradition that ushers in the Spring season.

"In a world where loneliness has become an epidemic, the PHS Philadelphia Flower Show brings people together to connect over their shared love of gardening and floral beauty. It is a place where magic happens, and where people from all walks of life come together as one. This growing community represents the essence of *United by Flowers*," said Seth Pearsoll, Vice President and Creative Director of PHS.

Now in its 195th year, the award-winning PHS Philadelphia Flower Show is a world-renowned gardening event and PHS's main fundraiser, known for its stunning visual displays, world-class plant competitions, family activities, artisanal crafts, educational offerings, and curated shopping.

Features to expect this year include:

- A massive, immersive, flower-filled entrance garden uniting the most colorful and beautiful plants and flowers into one unforgettable, sensational garden wonderland.
- Large-scale floral creations and gardens designed by the most talented florists and garden artists from Philadelphia, the U.S., and around the world, curated by experts and judged by globally renowned horticultural gurus.
- The world's largest houseplant and indoor plant competition with entries from a community of hundreds of expert and amateur horticulturists. United by a passion for plants and judged by experts from around the country and world, this competition is open to everyone and allows visitors to learn more about and discover amazing and impressive plants. **Interested competitors can learn more [HERE](#).**
- Enjoy perennial fan favorites such as artistic floral exhibits, curated shopping, and elevated crafting experiences.

2024 PHS Philadelphia Flower Show Ticket Prices

For a limited time, tickets for the 2024 PHS Philadelphia Flower Show, *United by Flowers*, are on sale at the lowest ticket price of the year. The new pricing structure features a variety of options to offer more flexibility, while providing substantial pricing incentives to improve customer experience. Ticket pricing will be divided into weekday, Friday/weekend, and after 4pm pricing tiers.

To purchase tickets please visit tickets.phsonline.org. To stay up to date with the latest information on the 2024 Flower Show, please visit phsonline.org/the-flower-show. For questions, please email flowershowtickets@pennhort.org.

Adult – Weekday	Adult – Weekend	NEW! Adult – After 4 pm
\$34.99	\$39.99	\$29.99

Student – Weekday	Student – Weekend
\$25	\$30

Child – Weekday	Child – Weekend
\$20	\$25

Notes:

- Weekdays are defined as Monday – Thursday; Weekends are defined as Friday – Sunday.

- Family packages will provide a \$5 discount on weekdays and a \$7 discount on weekends when purchasing two adults and one child ticket; or two adults and two child tickets.
- Students are ages 18 – 24 with valid Student ID; Children are ages 5 – 17; Children under 4 are free
- Each individual ticket will be subject to an additional \$2.50 processing fee.

Group Discounts

Group discount available for groups of 25 or more. Please email advtix@pennhort.org for more information.

PHS MEMBERSHIP BENEFIT

PHS Members receive special benefits at the Flower Show and help support the vital work of PHS all year long. To become a member, visit PHSONline.org/support-phs/membership.

- 10% discount on two or more Flower Show tickets (by member level and valid for preview and public hours) or join as an Activist or higher member for complimentary member Flower Show tickets!
- Access to Members' Preview Day and daily Members' Preview hour (skip the crowds!)
- Access to the Flower Show Members' Lounge to relax, rejuvenate, and hear from the famed garden speakers
- Discounts at participating Flower Show Marketplace vendors

ABOUT THE PHILADELPHIA FLOWER SHOW

The award-winning 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.

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.

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