

# Canada's Hottest Tropical Garden Star the Rio™ Dipladenia is Heating up the 2014 Sawaya Garden Trials with an All White Bloom now available Nationwide!

Simcoe (ON)—Fernlea Flowers Ltd., is proud to announce the latest addition to their Rio – A Carnival of Blooms Collection, the all white Rio Dipladenia will be available nationwide Spring 2015 and is on display now at the Sawaya Garden Trials in Simcoe, ON.

These white blooms join existing Hot Pink, Bright Red, and Light Pink colour options to provide a true carnival of blooms to the Canadian market. Native to Brazil, Rio Dipladenias are hardy enough to thrive in Canadian summer gardens from early Spring until Fall, while their drought and disease tolerance makes them basically bullet proof for gardeners of all skill and commitment levels.

"By adding Rios to their lineup, retailers can embrace the tropical trend, while providing customers with a simple, easy care product" says Anjanette Lounsbury, Sales Manager at Fernlea. "Rios are so low maintenance they bring the tropical trend into the hands of everyone from kids and beginners to experienced, long time gardeners".

She adds: "Last year, gardeners loved experimenting with our three colour options to add that fresh, tropical, pop of colour and it seemed only fitting that Canada's tropical plant solution should offer a fully Canadian – red and white combination as well". This truly Canadian mix of red and white blooms is also featured in the Sawaya Garden Trials hanging basket contest.

To ensure consumers get what they need, all Rio colour options are available in a variety of individual pot sizes for garden planting and adding a tropical pop to DIY container projects. Rios are also available in "purchase and place" options with hanging baskets, window boxes and tropical planters available to instantly liven up decks and back yards at home or the cottage.

Members of the garden media are invited to visit Sawaya Garden's Trials Gardens on July 23, 2014 from 8am– 4 pm to view Rios along with other exciting new varieties hitting stores May, 2015.

## About Fernlea Flowers

Fernlea is an owner-operated North American grower and supplier of high quality garden and potted plants. In addition to supplying bedding plants, we offer our innovative branded products such as Rio Dipladenias, Bonnie Plants – Vegetables, Herbs and Flowers, Awesome Accents and Icicle Pansies. Other key products include Capri Cannas and Blooming Tropicals as well as our popular Red Star spikes.

For more information on Rios and Fernlea Flowers, or to make arrangements to visit the Sawaya Garden Trials please contact:

Jesse Walsh  
Marketing Manager  
Fernlea Flowers  
jessew@fernlea.com  
www.fernlea.com  
T: 519.410.2417



# Rio™