

## FOR IMMEDIATE RELEASE

### **Fernlea Flowers celebrates summer as exclusive North American distributor of Rio™ Dipladenia**

*Easy-care Rios let gardeners relax with less work and more play*

Delhi, Ontario, Canada (June 5, 2015) – Fernlea Flowers, one of the largest greenhouse operators in North America, is celebrating summer as the exclusive North American distributor of Rio Dipladenia. While the easy-care tropical plant has been a favorite with garden centers and green thumbs since 2010, Fernlea Flowers is excited to bring Rios to the gardening masses on an exclusive basis.

Originating from Brazil, this hardy plant has seen an increase in the North American market due to its tropical aesthetics and low-maintenance growing attributes. Rios offer flower-lovers the delicate blooms of tropical flora while being hardy enough to withstand a full spectrum of weather conditions, from periods of hot sun and drought to cool temperatures and significant rains.

“Rio has been one of our best selling plants for the past few years. We’re seeing avid gardeners, outdoor decorators and homeowners alike using these plants to spruce up outdoor living spaces and discovering that they’re not only beautiful, but can withstand almost anything our North American climate can throw at it,” said Jeff Howe, President, Fernlea Flowers. “We’re very excited to continue to meet the increasing demand by now offering Rios as one of our greenhouse exclusives.”

Rios come in a range of high-impact colors, including bright red, stunning shades of pink and brilliant white. Rios can be found in select garden centers across Canada and the United States. Plants are available individually potted and ready for planting, as well as in greenhouse prepared hanging baskets, window boxes and tropical planters designed to bring an instant pop of tropical color to any outdoor space.

#### **Social media links**

Twitter: [@RioDipladenia](https://twitter.com/RioDipladenia)

Pinterest: [pinterest.com/RioDipladenia](https://pinterest.com/RioDipladenia)

Facebook: [facebook.com/FernleaFlowers](https://facebook.com/FernleaFlowers)

**About Fernlea Flowers**

For more than 75 years Fernlea Flowers has grown and supplied retailers and gardeners with the highest quality garden plants. As one of the largest owner-operated greenhouses in North America, Fernlea has facilities in Canada and the United States. With its main greenhouse and nursery located in Delhi, Ontario, Canada, the family-run company also has year-round outdoor nurseries in Florida. In addition to quality bedding plants, Fernlea offers innovative branded products such as Rio Dipladenia, Bonnie Plants – Vegetables and Herbs, Red Star Spikes, Awesome Accents and Capri Canna.

**For more information or images please contact:**

Jarah Stefek, Marketing Coordinator, Fernlea Flowers

Email: [jarahs@fernlea.com](mailto:jarahs@fernlea.com)

Phone: 1.800.265.6789 ext. 1254