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**30TH SAN FRANCISCO FLOWER & GARDEN SHOW "GOES WILD"**  
**AT SAN MATEO COUNTY EVENT CENTER**

***Showcase Gardens, 100-plus Free How-To Seminars, Hundreds of Plants For Sale, Kids Activity Area and More***

**SAN FRANCISCO – (February 27, 2015)** – The San Francisco Flower & Garden Show will take over the San Mateo County Event Center, Wednesday, March 18 through Sunday, March 22, for the 30th annual show celebrating with the theme "Going Wild." More than five acres of the event center will be in full bloom, both inside and out with spectacular display gardens, 100-plus free seminars with top garden and floral experts, an interactive kids activity area, hundreds of plants for sale and more.

The magic begins upon entering the main Expo Hall where attendees will be treated to a cornucopia of California-grown fresh flowers, fruits and vegetables, exploding with fragrance and color, created by 15-time Chelsea Flower Show gold medal winner Alan Nunn. The excitement continues as attendees stroll through the heart of the show down the "Grand Allée" filled with California Palms, citrus and more created by award-winning designer John Greenlee, then past the 300 square-foot Sogetsu landscape, a traditional Ikebana Japanese floral artistry, designed by Soho Sakai. Continuing through the main hall, garden lovers will pass through the Art in the Garden display, anchored by a 15-foot tall "Mother Nature" creation laced with willow, grape and kiwi vines. The full-size showcase gardens utilizing thousands of blooming flowers and exotic plants are the main attraction. Bursting with color and creativity, these masterpieces will inspire gardeners of all levels.

This five-day flower extravaganza will also offer non-stop free how-to seminars and workshops presenting everything from growing your own food and backyard beekeeping to stunning succulents and drought resistant landscaping. Not to miss seminars include: Garden Tribe Boot Camp: Jump Start Your First Edible Garden; Garden Design Demystified with Billy Goodnick, sponsored by Garden Design Magazine; Succulent Talks with Robin Stockwell and Debra Lee Baldwin; and Hellstrip Gardening, Paradise at the Curb with award-winning author Evelyn Hadden.

"Whether you are looking to plant your first edible garden, or are an advanced gardener curious about what's new, this show is the place to learn from leading horticulture experts," said Garden Tribe Co-Founder Jen Long. "Top names in the gardening world will cover the key trending topics, including growing food, water wise landscapes, container gardening, succulents, and gardening with chickens, bees and wildlife."

New this year, Mountain Feed & Farm Supply, the ultimate homestead supply store will create an Urban Homestead at the show. Daily workshops will demonstrate making cheese, brewing probiotic beverages, fermenting cabbage, canning and more. The San Francisco Flower & Garden Show is the ideal place for all ages to immerse themselves in the world of gardening, talk

to experts, learn new techniques, watch demonstrations by world-class floral designers and shop thousands of plants and garden-related products and services. Also, for the first time ever, the more than 4,000 exquisite and rare plants that are used to create the showcase gardens will be for sale at near wholesale costs. Interested shoppers can view the plants for sale online or tour the gardens and decide which plants interest them and register to purchase them through the show's website [www.sfgardenshow.com](http://www.sfgardenshow.com), as early as Wednesday, March 4.

Bring the family! Kids under 16 are invited to attend the show for free and can have lots of fun learning and participating in hands-on activities. For the first time ever, and in keeping with the show theme "Going Wild," the Oakland-based Pollinator Posse and Insect Sciences Museum of California have joined forces to create the Pollinator Pavilion. This fun and educational area gives kids the chance to get up-close and personal with live insects and an army of beneficial beasts! Kids can build a bee hotel, make pollinator seed cookies, create an electronic BeeBot, learn about the life cycle of the Monarch Butterfly and more. Kids Growing Strong, will be on hand to help kids to create "Good Guy in the Garden" masks and get dirty planting flowers to take home for their own Butterfly Garden.

Following are additional features and events that will fill the show with excitement throughout the weekend:

- **2015 Showcase Gardens** – See the amazing full-size garden displays created by top West Coast designers and find out who will be this year's winners.
- **Garden Tribe Speaker Series** – For the first time, Garden Tribe is taking their community of experts live on five stages with 80-plus non-stop free seminars over the five days of the show. Learn from the best-of-the-best, on topics ranging from succulents to slow flowers and garden design to modern homesteading. For the complete seminar schedule visit [www.sfgardenshow.com/seminars](http://www.sfgardenshow.com/seminars).
- **The Flower Pavilion** – Love flowers? This is the place to be. American Institute of Floral Design President Tim Farrell and top designers will demonstrate the highest level of professional floral design skills in America using glorious California-grown flowers every day of the show. A special-ticket Celebration of Flowers, Floral Design & Fashion competition will take place Friday night.
- **Shopping Galore** – More than 200 exhibitors offering the hottest new tools, gardening gear, plants, art for the garden and more will be on site.
- **Floral Design Competition** – The First Annual San Francisco Floral Cup Competition will take place on Tuesday, March 17. The winners' arrangements will be on display throughout the show.
- **Occasion! International Floral Design Workshops** – Hands-on classes including instruction on the latest techniques and philosophies in floral design will be offered, just bring your own tools. Special guests Gold Medal World Champion Master Florists Bjorn Kroner and Brigitte Heinrichs will educate attendees.
- **PhotoBotanic Seminars & Workshops** – Dubbed "Think Like a Camera, Professional Photographer Saxon Holt will host hands-on "photo botanic" photography workshops (Additional fee required, \$50 per person).

### **About the 2015 San Francisco Flower & Garden Show**

The 2015 San Francisco Flower & Garden Show will be open to the public Wednesday, March 18 through Sunday, March 22, at the San Mateo County Event Center, located at 1346 Saratoga Drive, in San Mateo, Calif. Show hours are Wednesday Thursday, Friday and Saturday from 10 a.m. to 7 p.m., and Sunday from 10 a.m. to 6 p.m. Admission is \$17.50 for a one-day adult advance ticket purchased by March 9; an all show pass good for up to five days is \$40; and children 16 and under are admitted free. Tickets purchased after March 9 and on site are \$22 for a one-day adult, or \$20 for a one-day senior admission. Special workshops and the National Wildlife Federation Preview Party tickets are also available. For advance tickets and more information please visit [www.sfgardenshow.com](http://www.sfgardenshow.com), [www.facebook.com/sfflowershow](https://www.facebook.com/sfflowershow), [www.twitter.com/sfflowershow](https://www.twitter.com/sfflowershow) and [www.instagram.com/sfflowershow](https://www.instagram.com/sfflowershow). Official hashtag: #SFGardenShow.

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