



For Immediate Release

CONTACT:
Hilary Bumm
404/351-0346
hbumm@flowershow.org

SOUTHEASTERN HORTICULTURAL SOCIETY FORMED
Non-Profit Organization to Serve as Parent Company
Of Legendary Southeastern Flower Show

ATLANTA – Jan. 29, 2008 – Gardeners and horticulturalists from Atlanta and around the region have reason to celebrate as a result of the newly formed Southeastern Horticultural Society (SHS) (www.sehort.org). The long-awaited 501 (c)(3) organization has been created to promote the knowledge, art and enjoyment of horticulture throughout the Southeastern United States.

According to Robert Balentine, founding president of the SHS Board, the organization will produce and present a number of events, including the acclaimed annual Southeastern Flower Show, starting with the 2008 Show, *Imagine It!*, Jan. 30 - Feb. 3 at the Georgia World Congress Center, Hall A.

“This is the next logical step in the evolution of the 21-year-old Southeastern Flower Show,” says Balentine, who has served as Board Chairman for the Show since April 2007. “Enthusiasts who want to learn more about gardening and environmental issues will now have access to high-quality programs and information year-round.”

The Southeastern Horticultural Society will provide a plethora of programs for various skill and interest levels through lectures, workshops, publications and interactive electronic communication. “We are in the midst of developing collaborative partnerships with other organizations seeking environmental stewardship and will offer variety of events, juried competitions and programs including the Southeastern Flower Show,” adds Balentine.

- MORE -

“The new Society will enable us to be an educational community that addresses broad horticultural and environmental issues,” says Balentine. “This truly is a much-anticipated announcement for many gardening enthusiasts throughout the Southeast.”

The Society offers various levels of membership (attached). Costs range from a \$25 annual membership for students, to \$35 for singles, \$75 for families and various levels for organizations. Each level of membership offers a roster of benefits including member-only privileges at the annual Southeastern Flower Show.

“As part of our work to enhance the appreciation and importance of plants throughout the region, we will support the many facets of the Southeastern Flower Show, including its Legacy Garden,” adds Balentine. “This annual community outreach program provides assistance with creating or augmenting a garden for a deserving local institution or organization each year following the Show. This year, the Legacy Garden will be awarded to the Horticultural Therapy program at Piedmont Hospital in Atlanta, including the Byrd Barrier-Free Garden and the Infusion Center Deck,” says Balentine. “The Southeastern Horticultural Society will explore opportunities to expand this worthwhile program for healing and neighborhood beautification.”

The SHS will follow the model of the prestigious Pennsylvania, Massachusetts and Cincinnati Horticultural Societies, which produce the Philadelphia Flower Show, New England Spring Flower Show and Cincinnati Flower Show, respectively. This successful model provides an excellent road map as the Southeastern Horticultural Society begins to craft a similar structure.

“At the very least, this will clarify the roles of the event and the organization, both of which were named ‘Southeastern Flower Show’,” according to Balentine. “It will now be clear that there is a membership organization which produces the Southeastern Flower Show, as well as other educational events. Companies and organizations committed to the environment and conservation will have the opportunity to partner with the SHS year-round, rather than just once a year,” he adds.

For more information or to join the Southeastern Horticultural Society, please visit www.sehort.org or call (404) 351-1074.

About the Southeastern Flower Show

The Southeastern Flower Show (www.flowershow.org) proudly continues its reign as the region's premiere juried gardening and horticultural event. For more than two decades, spectacular displays created by top garden designers have showcased the latest landscaping trends as well as the newest and most desirable plant material and gardening products. In addition to competition in floral design, horticulture, landscape and photography, the five-day indoor gardening extravaganza appeals to a variety of interests. *Imagine That!*, the 21st annual Southeastern Flower Show, will be held at the Georgia World Congress Center, Jan. 30 – Feb. 3, 2008. Show tickets are available at www.flowershow.org or by calling 404/351-1074.

#



MEMBERSHIP LEVELS AND BENEFITS

ANNUAL MEMBERSHIP LEVELS

Student:	\$ 25 (through graduate school)
Single:	\$ 35
Garden Clubs/Plant Societies:	\$ 50
Family:	\$ 75
Organizations:	\$150
One year Charter Members:	\$500

BENEFITS

All members receive the following benefits:

- Privileged entry on Opening Day of the annual Southeastern Flower Show in a members-only preview from 9-11 a.m.
- Use of Membership Lounge during the Southeastern Flower Show
- Receipt of SHS newsletter

Single/Student members would receive basic benefits, plus:

- One complimentary ticket to the annual Southeastern Flower Show

Family Members receive basic benefits, plus:

- Two complimentary tickets to Southeastern Flower Show (upon request)
- Two invitations to “by-invitation-only” events (10% discount)
- Two invitations to Opening Night Preview Gala of the Southeastern Flower Show (10% discount)

Organizational members receive basic benefits, plus:

- A hyper-link to the Southeastern Horticultural Society website
- Two complimentary tickets to the annual Southeastern Flower Show (upon request)
- Two invitations to “by-invitation-only” events (10% discount)
- Two invitations to Opening Night Preview Gala of the Southeastern Flower Show (10% discount)

Charter Members receive basic benefits, plus:

- Six Complimentary Southeastern Flower Show Tickets (upon request)
- Two tickets to Opening Night Preview Gala (upon request)
- Recognition in the SHS annual report