

Bloom Philly Festival Counts Down to the Flower Show

Decorating Contest, Donuts and DIY Floral Crowns

PHILADELPHIA – As the official countdown to the 2019 PHS Philadelphia Flower Show, the Bloom Philly Festival encourages everyone in the Philadelphia region to shake off the winter blues and celebrate the coming of spring in a series of events and activities leading up to the opening of “Flower Power,” March 2 to 10 at the Pennsylvania Convention Center.

The Bloom Philly Festival runs from February 15 to March 1 and includes a variety of special experiences, including a region-wide window and lobby decorating contest, DIY succulent planters and floral crowns at the Market & Shops at the Comcast Center, and the debut of a special “Flower Power”-inspired donut from Federal Donuts.

VOTE: Bloom Philly Decorating Contest

February 15 – February 20

The annual Flower Show Decorating Contest invites businesses in the Greater Philadelphia area, and beyond, to join the excitement of the upcoming Philadelphia Flower Show by transforming their businesses’ window or lobby displays into festive, flower-filled scenes inspired by this year’s theme of “Flower Power.” All are welcome to cast their vote for “Fan Favorite” [online](#). A panel of special guest judges will determine the winners in various categories.

Federal Donuts Debut

February 22 – March 10

In celebration of the 2019 Philadelphia Flower Show, Federal Donuts will debut a “Flower Power”-inspired donut on Friday, February 22 at all six Philadelphia locations. The groovy donuts will be available through the end of the Flower Show on Sunday, March 10. Flavor and name to be announced on February 22.



PHS

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Bloomin' Make + Take at the Market & Shops at the Comcast Center

February 26, 5 – 7 pm

Preview the 2019 Philadelphia Flower Show at a bloom-inspired evening complete with DIY succulent planters and floral crowns, specialty wines, floral cocktails, light bites, giveaways and more. Admission is \$5 and guests must be 21+ to attend. Tickets are available [online](#).

Love & Lust – Science After Hours at The Franklin Institute

February 26, 7 – 10 pm

Join PHS at the Franklin Institute for a fun evening of interactive science, hands-on activities, and guided presentations exploring the chemistry, physics, and mathematics of love and lust. Learn about the unique petals of a rose and create your own blooming paper rose button. This is a ticketed event and guests must be 21+ to attend. Tickets are available [online](#).

ABOUT THE FLOWER SHOW

The PHS Philadelphia Flower Show is the nation's largest and longest-running horticultural event and features stunning displays by 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, special events, and the citywide Bloom Philly pre-Show celebration. The Philadelphia Flower Show has been honored as the best event in the world by the International Festivals & Events Association, competing with events such as the Kentucky Derby Festival, Tournament of Roses Parade, Indianapolis 500 Festival, and other international celebrations.

The Premier Sponsor of the 2019 Flower Show is Subaru, and the Exclusive Sponsor is Bank of America. Official Sponsors are AARP, ACME, Aetna, Bartlett Tree Experts, Belgard, Green Mountain Energy, Main Line Health, United Healthcare, and Xfinity. Supporting Sponsor is STIHL. Contributing Sponsors are Bath Fitter, Cruise Planners, Cutco, Global Home Improvement, Green Star Exteriors, LLC, Homespire Windows and Doors, KIND Snacks, LeafFilter, Luxury Bath NJPA, Mid-Atlantic Waterproofing, Oasis Floral Products, Power Home Remodeling, Renewal by Andersen, Stella Artois, and Verizon Fios. Promotional Partners include The Jersey Cape, The New Jersey Shore, Old Sod Travel, Valley Forge Tourism & Convention Board, and Visit Pennsylvania. Official Media Partner is 6ABC.

For more information about the PHS Philadelphia Flower Show and to purchase tickets, visit theflowershow.com, and follow us on Facebook, Twitter and Instagram.

ABOUT PHS

The Pennsylvania Horticultural Society is a not-for-profit organization, founded in 1827, whose programs connect people with horticulture and together creates beautiful, healthy and sustainable communities. PHS brings together people from diverse backgrounds to engage in horticultural projects that advance social equity, environmental sustainability, and urban livability. PHS's best known activities include the Philadelphia Flower Show, street tree planting and maintenance, community gardening, public beautification, and the PHS Pop Up Gardens. PHS is supported by Show proceeds, individual members and supporters, foundations, partners and government grants. For information and to support our work, visit PHSONline.org.

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