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New 'Rhythm and Blues' Helps Consumers to Jazz Up Their Gardens



Vista, California, February 2010— This Spring, gardeners around the country will have a great new way to “Jazz up the garden” - ‘Rhythm and Blues’ Petunia from the VIVA! line of plants. The stunning purplish blue flowers of ‘Rhythm and Blues’ have a scalloped white edge that undulates like the crescendos of a New Orleans night club. Add in the vigorous growth habit and gardeners everywhere will love the beautiful “note” that this plant adds to any garden.

‘Rhythm and Blues’ petunia is a new plant from Ball Horticulture. It grows vigorously and will fill out garden beds, decorative containers, or hanging baskets in no time at all. Hanging baskets and containers are a great way to show off the attributes of this exceptional garden plant.

“There are a lot of petunias in the marketplace today,” comments Ray French, product manager for Floragem, “‘Rhythm and Blues’ stands out with its showy contrast of deep purple/blue and white flowers. The scalloped edges of the two tone blooms, combined with the vigorous mounding growth habit make this plant a show stopper both at retail and in the garden.”

VIVA! ‘Rhythm and Blues’ Petunia can be found nationwide at The Home Depot® stores this spring.

The VIVA! program introduces a variety of new and noteworthy flower varieties into the U.S. and Canadian markets and contains a mixture of annuals, perennial and woody ‘color’ for use in home landscapes by home gardeners or landscapers. By looking at new flower breeding from around the world, VIVA! and The Home Depot bring innovative new garden ideas to homeowners from coast to coast.

Floragem is a horticultural marketing company that works with The Home Depot on the VIVA! collection of flowers grown by The Home Depot grower network and sold exclusively through The Home Depot. Consumer information on VIVA! plants is available at www.vivagarden.com or to the press in the press room of www.floragem.com.

For more information on Petunia ‘Rhythm and Blues’, please contact Lisa Heredia at Floragem, 941-483-3134 or lheredia@floragem.com.

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