

Front Lines

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Bee A Winner, Take 2

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participating garden centers.”

Last year, Monrovia partnered with more than 200 garden centers to give away pollinator plants as part of its “Bee a Winner” initiative. What was cool is more than 70% of the consumers who participated opted in to their local garden center’s email list!

Monrovia will be doing the program again in 2024. Here’s how it works, according to Monrovia:

“Garden centers that placed a minimum order of Monrovia’s pollinator-friendly plants received 10 additional 1-gallon plants, for free, to use as customer prizes. The orders included a poster with an entry form QR code and online entry form for home gardeners to enter.

“For a chance to win, local shoppers simply scanned the QR code to access the entry form. During the process, they were given the option to join their local garden center’s email list, giving the IGC an easy and effective way to strengthen customer relationships. Monrovia made the process even easier by managing all the entries and choosing local winners specific to

If you’d like to participate this year, contact your Monrovia sales representative for more information. **GP**