

Front Lines

9/30/2026

Bee a Winner

Ellen C. Wells



Sandra P, this year's Monrovia Bee A Winner Giveaway grand prize winner, with her haul at Mutual Ace Hardware in Highland Park, Illinois.



Monrovia had a successful Bee a Winner Giveaway campaign for 2026. As you recall, the Bee a Winner Giveaway awards one national winner a grand prize of a \$500 Monrovia shopping spree. This year's national winner is "Sandra P.," who entered the giveaway at the Mutual Ace Hardware in Highland Park, Illinois. Sandra took home quite a few Monrovia plants, including several coneflowers and a Seaside Serenade Bar Harbor Hydrangea, among a few other special orders.

Monrovia will evolve the program for 2027 to be one that's even easier for retailers to implement and for customers to enter. For instance, Monrovia will give away ten \$500 in-store shopping sprees. Participating

garden centers need only to sign up as a participant and place a \$2,000 order of any of Monrovia's pollinator-friendly plants to be delivered by May 28, 2027. Those orders will include posters with an easy-to-use QR code—the customer will scan this code to access an online customer entry form. Winners will be drawn (appropriately) during Pollinator Week, June 21-27.

"Our Bee a Winner program taps into more than just an interest in pollinators," said Katie Tamony, chief marketing officer and trend spotter at Monrovia, in the announcement. "Our consumer research shows there is growing enthusiasm for a more natural-looking garden design that not only attracts pollinators, but also provides curated beauty, long-lasting color and blooms gardeners can count on. Participating in Bee a Winner creates opportunities to talk with customers about the many plant options—beyond natives—they can add to their gardens to achieve that goal."

If you're interested in involving your garden center in next year's Bee a Winner program, contact your Monrovia representative today. **GP**