

Front Lines

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Road Trip!

Jennifer Polanz



This month, Endless Summer Hydrangeas are taking its third annual #LifeInFullBloom road tour starting Mother's Day Weekend in Grand Rapids and Detroit. The tour will travel through Cleveland, Pittsburgh, Columbus, Cincinnati, Indianapolis, Chicago, Madison and Milwaukee.

"Taking Endless Summer Hydrangeas on tour is all about inviting people to experience #LifeInFullBloom," says spokesperson Ryan McEnaney. "Having the opportunity to engage directly with consumers and help them have success with our hydrangeas in the

landscape and beyond is really gratifying."

The tour engages with industry members and consumers at garden center events, by partnering with public garden and non-profit partners, and by appearing on local media outlets highlighting care tips. The tour can be followed on the Endless Summer Hydrangea Facebook and Instagram pages. **GP**