

6/1/2020

Mother's Day Memories

Jennifer Polanz



More than 700 Monrovia garden center customers created a memorable Mother's Day for first responders and members of the healthcare community by giving away Pink Splendor Hydrangeas. Each giveaway was personalized by the garden center, ranging from scheduled events, random drawings and surprise gifting. For example, at an event in Chicago, City Escape Garden Center and Design Studio partnered with the city to honor women first responders.

These garden centers were able to conduct the giveaways because Monrovia customers who received shipments through May 8 were provided 50 Pink Splendor Hydrangeas in #2 pots at no cost.

"We are taking this opportunity to give back to mothers who are facing big challenges and providing for their communities," says Jonathan Pedersen, vice president of sales and business development at Monrovia. "The hydrangeas were shipped ready to bloom and with a thank-you tag for that special Mom."

A kind gesture from both Monrovia and the retailers who conducted the giveaways. **GP**

Pictured: The Bruce Company in Middleton, Wisconsin, was one of 700 retailers that held a giveaway of Pink Splendor Hydrangeas from Monrovia.