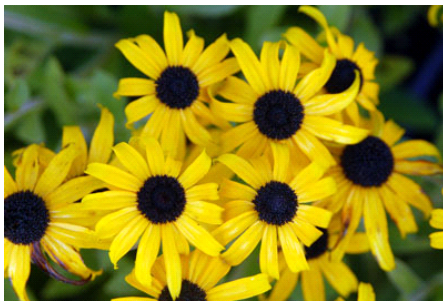


## Front Lines

1/1/2023

### You're a (Triple) Winner, Baby

*Ellen C. Wells*



Who says no one can ever agree on anything? All-America Selections, National Garden Bureau and Perennial Plant Association have just disproved that by all agreeing that Rudbeckia American Gold Rush takes a top recognition from all three organizations. This is the first time that three major plant industry non-profits have joined together to promote a plant class and specific variety.

"And for good reason," a press release about this Triple Crown of Horticulture announced.

Those three recognitions include:

- All-America Selections' Herbaceous Perennial Winner
- National Garden Bureau's 2023 Perennial of the Year
- Perennial Plant Association's 2023 Perennial Plant of the Year

The confluence of titles means the time is right for brokers, growers and retailers to promote this variety all along the sales chain. Free promotional programs from each organization will help you do that.

All-America Selections highlights this plant [on its own web page](#). National Garden Bureau has photos of this and other rudbeckia under [the "Year of" tab on the NGB website](#). And Perennial Plant Association has photos, descriptions and more [on the PPOY web page](#). Head on over to any of these sites and take advantage of the free promotional materials. **GP**