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NEWS RELEASE

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GCA Summer Tour, June 23-26, Heads to Heart of ‘Garden Center Belt;’ Cleveland, Dayton, Cincinnati & Columbus Stores to Spotlight Best Practices

CLEARWATER, FL – **Even more best practices, emerging trends, proven strategies than ever before - this year’s GCA Summer Tour heads to not one but four major metropolitan areas in Ohio**, giving IGC retailers the unprecedented opportunity to see first-hand what puts the host garden centers at the top of their markets. The guided bus tour will visit a full roster of garden centers in Cleveland, Dayton, Cincinnati and Columbus for a behind-the-scenes look at the best practices that drive their profits.

“Ohio is right in the middle of what I call the ‘Garden Center Belt,’ which stretches from the Upper Midwest to New England,” says Garden Centers of America (GCA) Chairman Jeff Morey. “It offers some of the best examples of independent garden centers at their finest in the United States.”

“We’re looking forward to Ohio’s Buckeye hospitality this summer,” says Kris Shepard, GCA President. “It’s easy to get in on the action this year. Tour-goers can take advantage of inexpensive flights on Southwest Airlines or drive in from nearby states.”

The tour, open to GCA members and non-members alike, kicks off with a reception Sunday evening at a Cleveland airport hotel, where attendees will have the opportunity to network and enjoy dinner. Monday’s schedule includes visits to Cleveland’s leading garden centers, followed by a special dinner in Ohio’s Amish country. On Tuesday, the tour highlights garden center standouts in Dayton and Cincinnati, and on Wednesday, Columbus’ best stores are the focus. After the tour wraps Wednesday afternoon, attendees will have the choice of departing from Columbus or taking a complimentary bus back to Cleveland Hopkins International Airport.

More details, including specific stops and schedules, will be available soon.

For more information or to register for the GCA Summer Tour, visit GardenCentersofAmerica.org. GCA members registering before June 15 qualify for a special early-bird rate.

Garden centers can take advantage of a discounted rate in signing up for their new GCA membership when registering for the IGC Show - a savings of \$150. The cost of this GCA membership pays for itself in show discounts for those registering for the Chicagoland Garden Center Tour and IGC Know2Grow Conference Passport. To take advantage of these show specials, register for your new GCA membership at IGCshow.com.

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