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NEWS RELEASE

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GCA SUMMER TOUR HEADS TO NATION'S HEARTLAND, MILWAUKEE SET TO HOST, JUNE 21-24, 2015

CLEARWATER, FL - Garden Centers of America (GCA) announces next year's GCA Summer Tour will spotlight the best in retail gardening from Milwaukee, WI, June 21-24, 2015. Tour-goers will enjoy a behind-the-scenes look at the area's top IGC retailers and what makes their offerings a premier draw for their customer base.

"Milwaukee is a central hub of some of the highest quality in retail gardening," says Jeff Morey, GCA's Executive Director. "As a Milwaukee native, it's a true pleasure to go back and see the broad range of independents now serving this area's intense love of gardening. The city and surrounding suburbs have a genuine passion for celebrating the warmth and beauty of the spring and summer months – and the stores featured on this tour are masterful in giving their customers that step up in inspiration. The GCA Leadership Council is excited to announce this Heartland destination as our next big summer event."

Tour-goers will be able to take advantage of the area's many dining and entertainment opportunities, including the Milwaukee RiverWalk, a 2-mile excursion that winds along the river with access to some of the city's best restaurants, brewpubs, shops and waterfront nightlife. The walk is also home to an outdoor art gallery, RiverSculpture, spotlighting permanent pieces and temporary installations.

The final day of this year's tour is the first day of Summerfest, The World's Largest Music Festival, featuring over 800 acts and 1,000 performances on 11 stages across 11 days on the lakefront in Milwaukee. This cornerstone summer celebration attracts the music industry's hottest stars, emerging talent and local favorites. The Marcus Amphitheater and 10 additional stages feature acts ranging from alternative, rock, country, R&B, pop and reggae to a well-rounded offering of the best of classic rock. A diverse selection of food and beverage vendors, marketplaces and interactive exhibits are set against the Lake Michigan and downtown backdrops, creating a festival experience like no other. Enjoy the tour, then plan to stay on and extend the excitement afterward at Summerfest.

More details about the GCA Summer Tour Milwaukee will be announced in the coming months.

For more information about Garden Centers of America and the myriad benefits of membership, visit www.GardenCentersofAmerica.com.

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