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August 4-6, 2015  
Baltimore Convention Center | Baltimore, Maryland

August 18-20, 2015  
Navy Pier's Festival Hall | Chicago, Illinois

**FOR IMMEDIATE RELEASE**

May 5, 2015



**MARTHA STEWART SCHEDULING JUST ANNOUNCED:  
KEYNOTE SET TO KICK OFF IGC EAST TUESDAY, AUGUST 4, 11 AM**

BALTIMORE, MD – **Martha Stewart returns to the IGC Show Stage this summer**, bringing the pointed insights on today's consumer that made her IGC Chicago keynote last summer the talk of the industry - **this time, inspiring the broad audience at IGC East 2015, Tuesday, August 4 at 11 a.m., with her keynote that kicks off the event, "Independents Bring So Many Good Things to Gardening."**

IGC Show Founder Jeff Morey will interview Stewart on the IGC East 2015 Keynote Stage about the gardening and consumer lifestyle trends that matter most to the success of independent garden center owners and operators. "We're thrilled to bring Martha to a new audience this summer as one of three free keynotes at IGC East," Morey says. "Days after our talk last summer, Martha told me she hoped we would bring her back to the IGC Show - and retailers and vendors in droves asked for the same. I'm really looking forward to another sit-down that explores the opportunities she sees for what she calls our 'wonderful industry.' She truly is a retail visionary."

Martha Stewart, founder of Martha Stewart Living Omnimedia and Emmy Award-winning television show host, entrepreneur and best-selling author, is America's most trusted lifestyle expert and teacher. Millions of people rely on Stewart as a source of useful "how-to" information for all aspects of everyday living - gardening, cooking, entertaining, home renovating, collecting, organizing, crafting, holidays, healthy living and pets. Her namesake company, Martha Stewart Living Omnimedia, founded by Stewart in 1996, reaches approximately 100 million consumers across all media platforms each month with an expansive portfolio that includes award-winning magazines, best-selling books, innovative websites and apps, television and video programming, and a live daily radio show.

For more about the IGC Shows and to register, visit [www.IGCshow.com](http://www.IGCshow.com). Attendees registering by June 30 are entered into a drawing to win one of 10 Apple Watches.

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