



2873 Saber Drive • Clearwater, FL 33759-1122 (727) 705-4600 • FAX: (727) 724-0021

NEWS RELEASE

For more information, please contact:

Jeff Morey, GCA Executive Director

(888) 376-4784, e-mail: Jeff@GardenCentersofAmerica.com

www.GardenCentersofAmerica.com

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ATTN. INDUSTRY PRESS: URGENT REGISTRATION ALERT

EARLY BIRD SAVINGS GCA SUMMER TOUR PORTLAND

- EXTENDED TO JUNE 10 -

Officials Note Late Spring, Allow Retailers Time to Sign Up with Savings

PORTLAND, OR – **Garden Centers of America (GCA) officials just announced that Early Bird Savings are now extended to June 10. Noting the late start to the spring season for many garden centers in the North, GCA is giving retailers extra time to take advantage of the \$50 savings on each and every registration, no quantity limits.**

Registrants are also encouraged to book their hotel now to take advantage of special discounted rates at host hotel Embassy Suites Portland while rooms are available. GCA Summer Tour-goers enjoy a discounted nightly rate during this high-demand summer booking of just \$199. **GCA has also arranged with Embassy Suites Portland hotel officials to extend this special discounted rate to June 10.** The hotel's downtown location is in the heart of the Pearl District, surrounded by a wide selection of restaurants and food carts offering a delicious variety of dining options. Built in 1912 and renovated two years ago, the hotel combines historical ambiance with all of the modern conveniences, including two-room suites, free in-room Internet access, a heated indoor pool, two hot tubs and discounted \$10 self-parking.

GCA Summer Tour Portland puts attendees in the center of lots of local flavor and color with 17 exciting destinations over three days. Tour-goers will have the opportunity to network with their fellow garden center professionals, and energize their businesses with fresh retail strategies driven by the best practices proven to power profits.

GCA Summer Tour is not restricted to GCA members and is open to all independent garden center retailers. See the complete list of host stops and register today with Early Bird Savings today at www.GardenCentersofAmerica.com.

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