



Media Contact:

Sue Markgraf
GreenMark Public Relations
847-970-9160, office
847-917-9654, mobile
smarkgraf@greenmarkpr.com

For Immediate Release

Melissa Leonard Wins \$1,000 from Flower Show Productions

Designs the Chicago Flower & Garden Show 2012 Commemorative Poster

CHICAGO (Aug. 10, 2011) – Flower Show Productions, organizers of the annual Chicago Flower & Garden Show, has awarded Melissa Leonard of Chicago \$1,000 for her winning illustration, “Snow is So Last Season,” which takes top honors in the show’s 2012 Commemorative Poster Contest.

Inspired by the Chicago Flower & Garden Show’s 2012 theme, “Hort Couture,” Leonard’s design will grace the cover of the show guide and will appear in CTA ads, street pole banners and other advertising and marketing materials. It will be available at the show – March 10-18, 2012 – as a commemorative poster.

In the style of high fashion and wearable art, the 2012 Chicago Flower & Garden Show will celebrate “Hort Couture” at Navy Pier, marking its 18th year with the show at that location. The Midwest’s signal of spring’s arrival – and the region’s only consumer flower and garden show of its kind – will feature a redesigned show floor, an eye-candy array of floral and plant containers, horticultural creations and more than 25 stylized display gardens. Kids get stylish, too, with fun potting parties and hands-on learning activities, as well as family programs, cooking demonstrations and celebrity appearances.

With a goal to inspire, educate and motivate, “Hort Couture” will reflect the influence of fashion and design in floral, plant and landscape creations. The show’s well-appointed display gardens will draw inspiration from textures and colors found in plants and fabrics, as well as alluring and beautiful embellishments found in nature.

- more -

Flower Show Productions // Poster Contest Winner // Add One

Flower Show Productions received numerous entries in its poster contest, a new form of “horticulture competition.” Entrants are required to incorporate creative and original artwork and ideas, as well as the Chicago Flower & Garden Show’s theme and logo. A variety of media is required to create the winning design, including watercolor, oil, acrylics, pastels or graphic design. Call for entry is issued in May.

Leonard used pen, Adobe Photoshop and Adobe Illustrator to create her whimsical illustration of a runway model dressed in a fuchsia evening gown accented by stylized mums.

“I drew inspiration from the 2012 Chicago Flower & Garden Show theme, ‘Hort Couture,’ which conjures up thoughts of high fashion and runways,” says Leonard, a designer at BatesMeron Sweet Design in Chicago. “A fashion illustration seemed the perfect means by which to draw a comparison between the experiences of attending the Chicago Flower & Garden Show to that of sitting front row at a glamorous runway event.”

The Chicago Flower & Garden Show welcomes tens of thousands of visitors to Navy Pier annually. For more information, including tickets, a schedule of show happenings, parking information and directions to Navy Pier, please visit www.ChicagoFlower.com.

For information about participating as an exhibitor or sponsor, please call 312-595-5400 or send an email to info@flowershowproductions.com.

###

About Flower Show Productions, Inc.

Flower Show Productions, Inc. is the production company for the annual Chicago Flower & Garden Show at Navy Pier, and for grand-scale public events that celebrate sustainable living and eco-friendly lifestyles. The company provides year-round messaging, education and information about the benefits of earth-friendly choices to our yards, neighborhoods, communities and the planet. For information, please visit <http://flowershowproductions.com>. For information about the Chicago Flower & Garden Show, please visit www.chicagoflower.com.