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**For Immediate Release**

## **Chicago Flower & Garden Show Taps GreenMark Public Relations**

*“Hort Couture” Blooms at Chicago’s Navy Pier March 10-18, 2012*

**CHICAGO (July 18, 2011)** – Tony Abruscato, president of Flower Show Productions, Inc., has announced the selection of GreenMark Public Relations, Inc. as media relations counsel representing its year-long communications initiatives, including for its flagship [Chicago Flower & Garden Show](#), March 10-18, 2012 at Chicago’s Navy Pier. With a goal to inspire, educate and motivate, GreenMark will provide news, highlights and information to green-thumbs and would-be gardeners of all ages and interest levels.

The Chicago Flower & Garden Show welcomes tens of thousands of visitors to Navy Pier annually and is highly anticipated as the Midwest’s harbinger of spring. The only consumer flower and garden show of its kind in the Midwest, the Chicago Flower & Garden Show’s legacy in Chicago can be traced back to its beginning in 1847.

With its 2012 theme “Hort Couture,” a nod to the influence of design in horticulture, more than 25 stylized display gardens will draw inspiration from textures and colors found in plants and fabrics, as well as alluring and beautiful elements found in nature. More than 100 vendors of gardening, landscape and horticulture products and services will showcase sustainable and eco-friendly wares.

“Over the years, GreenMark has made its mark by increasing awareness about green spaces, places and issues, and the firm shares our passion for the earth,” says Abruscato, the show’s director and owner. “They understand the show and why it’s important for our city, which makes GreenMark a natural collaborator with us in delivering those messages.”

Sue Markgraf, GreenMark’s president, has been involved in the Chicago Flower & Garden Show for many years, as champion for its strong presence in Chicago, on behalf of her firm’s clients in the sustainable and horticulture industries, and as an avid home gardener.

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## **Chicago Flower & Garden Show // Add One**

“This is a dream come true for me,” Markgraf says. “At the root of the Chicago Flower & Garden Show is the passion to inspire, educate and motivate. In 2012, ‘Hort Couture’ gives a nod to the classics while celebrating our industry’s move toward creative and cutting-edge concepts, which are as exciting as they are sustainable. I am grateful that GreenMark has this opportunity to contribute to the show’s growth in an impactful way.”

For more information about the Chicago Flower & Garden Show, including its diverse programs, events and year-round initiatives, please visit [www.ChicagoFlower.com](http://www.ChicagoFlower.com). Updates, promotions and announcements also are on Facebook at <http://on.fb.me/nrmFy7> and Twitter at <http://twitter.com/chicagoflower>.

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### ***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 more information, please visit <http://flowershowproductions.com>. For information about the Chicago Flower & Garden Show, please visit [www.chicagoflower.com](http://www.chicagoflower.com). Updates, promotions and announcements also are on Facebook at <http://on.fb.me/nrmFy7> and Twitter at <http://twitter.com/chicagoflower>.*

### ***About GreenMark Public Relations, Inc.***

*GreenMark Public Relations is a green collar communications firm providing leadership, exceptional service and results to people and organizations that make up the sustainable industry. With a proven track record for clients, GreenMark delivers impactful, integrated solutions using media and public relations, social and print marketing, message development and reputation management. For more information, please visit the website at [www.greenmarkpr.com](http://www.greenmarkpr.com). GreenMark is on Facebook at <http://on.fb.me/hCN4kX> and Twitter at <http://twitter.com/greenmarkpr>.*