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NEWS RELEASE

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Garden Centers of America Announces Portland, Oregon, Is Next Summer's Garden Center Tour Destination

CLEARWATER, FL – **Next year's GCA Summer Tour is headed to Portland, OR, for an exclusive behind-the-scenes look at the garden centers that make this Northwestern market a hub of retail innovation.** The announcement was made by Jeff Morey, GCA Co-Director, during the GCA Summer Tour Milwaukee, which just wrapped to rave reviews from attendees.

"Portland has always held a special place in my 'gardening heart' since my first trip there as a teenager," Morey says. "From the Portland Japanese Garden and the International Rose Test Garden overlooking the city, to the wealth of tremendous garden centers doing business there, this Northwestern gem is a must-see. If you've never been, you have to go; if it's been a while, it's time to get back. The natural beauty in this part of the world is breathtaking."

Kris Shepard, Owner of Caan's in Sheboygan, WI, and a member of the GCA Leadership Council, speaks for the group's excitement at the announcement: "Portland is a treasure trove of merchandising and retail inspirations for IGC retailers. I still go back to the library of photos I took from our visits to Portland garden centers back in 2009 - there is so much to discover there."

In addition to touring Portland garden centers, plans are being made now to take attendees to a major grower and principal plant supplier to IGC retailers across the nation.

Watch for the late-June dates and destinations of next year's tour to be announced in the coming months.

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

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