



**We help vendors and Independent Garden Centers sell more product. Simply put, we are *everything* IGC!**  
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## NEWS RELEASE

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## FOR IMMEDIATE RELEASE

June 1, 2017

### **ATTN. INDUSTRY PRESS: URGENT REGISTRATION ALERT**

### **EARLY BIRD SAVINGS FOR GCA SUMMER TOUR VIRGINIA**

**- EXTENDED -**

### **Officials Note Busy & Late-Starting Season, Give Retailers More Time To Sign Up With Savings**

NEWPORT NEWS, VA – Garden Centers of America (GCA) officials just announced that **Early Bird Savings for GCA Summer Tour Virginia are being extended, due to the late-to-start spring season in many parts of the country.** Also noting the very busy selling season, with many garden centers reporting brisk foot traffic, GCA is giving retailers extra time to take advantage of significant savings on each and every person registered - no quantity limits. GCA Summer Tour is not restricted to GCA members and is open to all independent garden center retailers.

**GCA Summer Tour goes behind the scenes at 10 garden centers from Virginia Beach to Newport News to Richmond, June 25-28,** for an exclusive look at what puts these leading independents at the top of their market. It's being led once again by industry guru Robert Hendrickson, who returns due to popular demand. He will draw from his 40 years of experience in independent garden center retailing to give extra insights on the tour stops. Attendees are encouraged to pack a notebook and camera to capture the merchandising and indie retailing inspirations in store.

Register today and view the full list of exciting GCA Summer Tour Virginia destinations at [www.GardenCentersofAmerica.com](http://www.GardenCentersofAmerica.com)

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