



2873 Saber Drive • Clearwater, FL 33759-1122 (727) 705-4600 • FAX: (727) 499-6835

GCA Summer Tour Boston Itinerary Announced, June 22-25, 2020, Registration Now Open with Early Bird Rates

FOR IMMEDIATE RELEASE



BOSTON – Known for its famous baked beans, Fenway Park, The Boston Marathon and, of course, the bar from Cheers, the 2020 GCA Summer Tour Boston, June 22-25, will definitely give indie garden center retailers the inspiration they seek.

Attendees will gather this summer to network and get energized with new ideas in one of America's most historically rich cities, where the story of our nation is evident on nearly every corner in Boston. Considered by many to be the birthplace of the American Revolution, it was here that the Sons of Liberty led by Samuel Adams, inspired colonists to fight for their freedom against the domination of British Rule. This historic setting will host the industry's only multi-day garden center store for industry professionals. It holds a dynamic mix of IGC retailers, eye-opening educational sessions daily and more opportunities for networking with owners and managers at each store than ever before. Attendees will see four *IGC Top 100 Retailers* on this tour – Mahoney's Garden Center ranked 9th at \$38.5 million, Weston Nurseries ranked 43rd at \$14.25 million, Russell's Garden Center ranked 68th at \$9.35 million and Briggs Garden & Home ranked 98 at \$6.7 million – as well as other must-see gardens.

The complete list of our gracious host destinations includes these IGCs:

Briggs Garden & Home, North Attleborough

Family run since 1961, Briggs Garden & Home is committed to helping customers transform their homes, gardens, backyards and open spaces into places of beauty, tranquility, and comfort – and are inspired to create a one-of-a-kind shopping experience for the senses. In 2008, Briggs entered a new chapter, when they reconstructed an entirely new retail store, greenhouses and nursery yard. Paved walkways guide customers through the outdoor sales area, making it easy and fun for customers to shop. A mix of colorful and mature displays and plantings promote an inviting retail environment. Professional merchandising throughout highlights products while engaging customers. The indoor sales area is bright, cheery and airy.

(more)

Flooring changes add interest and relief, while accent lighting adds a homey feel. Their newly expanded 100 seat cafe, which gets high reviews for their food, enhances customers' destination experience. Events such as Wine and Design Herb Planter, Glass Terrariums, etc., pet adoptions in conjunction with a local rescue and craft fairs, bring in new customers and keep current customers coming back. Briggs takes pride in their continuing evolution to satisfy the needs of the modern gardener and homeowner, consistently making improvements to their store and customer service program. Briggs ranked #98 at \$6.7 million in the *IGC Top 100 Retailers* report.

www.briggsgarden.com

Cataldo's Gift & Garden, Littleton

Family owned and operated since 1986 and open year-round, Cataldo's Gift & Garden's goal is to provide superior, personalized service and high-quality products, supplying customers with the old-time favorites, the new and the traditional garden supplies, everyday gifts and home decor accessories. Paver walkways guide customers to discover their next great find. Located in an old New England dairy barn that was restored in 1985, a new post-and-beam barn and front porch addition were constructed in 1999. Each season they transform the barn with colorful, fun displays to inspire customers. Items are displayed the way customers would see them in their homes, creating niches for customers to discover that special item tucked into one of their inspirational displays. Be sure to look around every corner and back again. Whether customers are looking for exciting new plants and decor for their gardens, unique gifts or browsing for ideas, Cataldo's offers a seasoned staff with knowledge expanding from certified and experienced professionals in lawn, garden, organic gardening, pesticide, landscape, design, floral design, and home decor.

www.cataldonurseries.com

Kane's Flower World, Danvers

Kane's Flower World is known for its Christmas decor & trees. They go all out and people respond with entire families coming out to shop and gaze at the wonder of it all. As Kane's puts it, "It's huge, it's a thing." Christmas isn't all they do; they stock everything - nursery stock, perennials, annuals, vegetable plants, floral arrangements, hanging baskets, soil, herbs, potted plants, and bedding plants, etc. All plants, except those that are exotic, are grown locally. On a customer-based Facebook page, people rave about Kane's sensory smorgasbord of colors and selection each spring, even posting how they went overboard with purchases. Kane's friendly garden center cats are also a huge hit. Customers regularly post their own pics and videos of the kitties taking up residence in their shopping carts.

Kane's Flower World customer-based Facebook page: www.facebook.com/pages/Kanes-Flower-World/391441960990573

Mahoney's Garden Center, Winchester, Brighton and Concord

Established in 1959, Mahoney's is a family-run home and garden center with seven retail locations as well as a growing facility in Woburn, MA. As a full-service garden center, Mahoney's is dedicated to providing the highest quality and most extensive selection of garden plants, gardening products, as well as floral and landscape services - aimed at satisfying the needs of home gardeners and landscape professionals alike. They're committed to bringing customers locally grown annuals and perennials, most of which are grown each season locally at their growing facility in Woburn - growing "only the best, hardiest varieties and plant them in extra deep pots that promote bigger, healthier root systems." Mahoney's electronically produces a semi-regular *Inspirations* magazine that promotes items for sale and decorating ideas while providing educational articles to go along with them. In addition to numerous classes, they host a number of events such as Ladies' Nights, Haunted Forest Halloween Maze, Trees for Troops, Farmers Markets, World of Orchids, Feasts of Falmouth and Beyond fundraisers and Mahoney's Farmstand. Mahoney's Garden Center is ranked #9 at \$38.5 million in the *IGC Top 100 Retailers* report.

www.mahoneysgarden.com

(more)

McCue Garden Center, Woburn

McCue Garden Center is a family-owned and operated garden center in Woburn founded in 1933. McCue's is the smallest of garden centers we will be visiting on the Boston tour, but it won't disappoint when you are looking for inspiration. They use the space they do have well. Their displays are really well executed – hip and cool. McCue runs a number of classes and workshops, fundraisers, birthdays and even hosts summer concerts. The Georgia Peach Truck is a customer favorite.

www.mccuegardencenter.com

Nunan Florist & Greenhouses, Georgetown, MA

Nunan Florist & Greenhouses, servicing the North Shore area, is located in Georgetown, MA and they do it all. In 1985, Steve Flynn, Sr. and Bill Guerrini purchased the garden center from the Nunan's. Over the last 30 years, Steve and Bill turned Nunan's into what is today, a full-service garden center, florist shop, growing facility, landscaping business, plant rental, interior plantscaping business, cafe and mini golf course. Nunan's offerings include perennials, hardy mums, poinsettias, hanging baskets, a vast selection of annuals, eco-friendly bagged and bulk mulch, water features and fountains, and a variety of pots. Ninety-five percent of their annuals and perennials are grown at Nunan's and they pride themselves on growing "the most sought-after perennials and annuals that will survive in the northeast." As one of the top 15% of growers in the country, they produce annuals, perennials, vegetables and herbs, including up to 100,000 pansies, 50,000 tulips and Easter lilies, 10,000 hardy mums, and over 50,000 poinsettias annually. Their greenhouses are environmentally-friendly and utilize all the latest growing technologies available. Nunan's Garden Golf is a very well-designed garden atmosphere with no structures such as dinosaurs and windmills, but rather a walk-through beautiful garden featuring their own greenhouse-grown plants. Much of the unique material is labeled so customers can just flip over their score card and write down the plants they like to buy later. They recently opened a brand new, onsite restaurant called Cafe Sarina, which will be providing our lunch for the day.

www.nunans.com

Russell's Garden Center, Wayland

Russell's Garden Center is a family-owned business having been in business for more than 140 years, since 1876! Originally a farm market, Russell's converted to a wholesale business delivering vegetables and flowers to Boston's Haymarket Square. Today, Russell's continues to grow into one of the largest garden centers in New England. Inside, you'll find many shops, including garden, plant, floral, gift & toy, flower, candle, bird, water gardening and seasonal decor. Russell's is a "socially responsible business" and has been a leader in creating partnerships with people and organizations of all social and economic backgrounds in their local area. Their friendly, educated and enthusiastic staff thrive when helping customers, continually providing them with up-to-date information. Russell's keeps customers coming in after the Christmas season with the Wayland Winter Farmers Market which takes place every Saturday mid-January through mid-March, with more than 135 vendors over the course of those 10-weeks. They also host the summer market. Russell's Garden Center is ranked #68 at \$9.35 million in the *IGC Top 100 Retailers* report.

www.russellsgardencenter.com

Weston Nurseries, Hopkinton

For over 94 years, Weston Nurseries has been a destination for exceptional plants and comprehensive advice. Customers are accustomed to finding solutions quickly, so Weston deliberately selects their products and curates innovative displays with a focus on answering questions and presenting solutions. The GCA Summer Tour will be visiting their Hopkinton store, where they aim to help customers discover limitless possibilities to create their own backyard paradise. Their friendly and experienced staff of well-trained horticulturists guide their patrons through the expanse of trees, shrubs, perennials, and annuals, helping seasoned and new gardens alike to discover the best selections for their specific situation. Weston also operates a wholesale landscape

(more)

supply center at both locations, and hosts the Hopkinton Winter Farmers Market, which features fresh produce, including organic produce, fruit, grass fed beef, pork and lamb, free range eggs, cheese, jam, honey, fresh baked bread, maple syrup and a few artisans, to help improve nutrition by providing greater access to fresh local produce, educate residents about nutrition and sustainable agriculture and to build community. Weston Nurseries prides itself on being a part of the community, supporting local charities and philanthropic projects. Weston Nurseries ranked #43 at \$14.25 million in the *IGC Top 100 Retailers* report.

www.westonnurseries.com

Wolf Hill Garden Center, Ipswich

Wolf Hill Garden Center has been a family-owned and operated business since 1978, built on strong family values and dedication which they say is the root of their success. Beginning with one landscape division located in Gloucester, MA, they quickly grew into a retail store for garden center products and landscape supply materials, serving both homeowners, first-time gardeners and local contractors. Since then, Wolf Hill has expanded to add an additional two retail stores in Ipswich and Salisbury, MA, adding much to their product offerings. They now carry landscaping and garden center supplies, bricks and pavers, nursery stock, indoor and outdoor furniture, gifts and garden accents and, they deliver all over the North Shore. Wolf Hill prides themselves on offering their customers a high-quality selection of plants and the expert guidance, stocking annuals, perennials, trees and shrubs as well as a wide variety of vegetable and herb plants and tropical plants. They say it's their informative staff that really sets them apart from the IGCs and Big Box stores. GCA will be visiting their Ipswich location. Be sure to investigate their multi-level gift shop, as well as their extensive annual and tree & shrub sections.

www.wolfhillhomeandgardencenter.com

The Arnold Arboretum of Harvard University, Boston

Established in 1872, the Arnold Arboretum is a National Historic Landmark. Founded as a public-private partnership between the City of Boston and Harvard University, the Arnold Arboretum is a unique blend of a respected research institution and beloved public park in Boston's Emerald Necklace. Occupying 281 acres, the Arboretum's living collection of trees, shrubs, and woody vines is recognized as one of the most comprehensive and best documented of its kind in the world. The living collection is supported by detailed curatorial documentation, herbaria containing more than 1.3 million specimens, extensive library and archival holdings, and a 43,000-square-foot state-of-the-art research center. These facilities and holdings, along with 75 full-time staff, provide the basis for research and education by Harvard faculty and students, Arboretum scholars, and visiting scientists from around the world. Investigations focus on examining plant diversity from genomic, developmental, organismic, evolutionary, and ecosystem perspectives.

www.arboretum.harvard.edu

Faneuil Hall Marketplace, Boston

Located in downtown Boston, steps away from the waterfront, Faneuil Hall Boston is as alive today as it was in 1742 when our nation's fathers proclaimed it "The Cradle of Liberty." Over 70 retailers and 40 office tenants occupy the 200,000 square feet of retail and 160,000 square feet of space on Boston's iconic mixed-use festival marketplace. Customers enjoy unique, locally-loved and nationally-recognized shops while indulging in the worldwide cuisine at the restaurants, pubs and in the world-famous Quincy Market Colonnade. Faneuil Hall Marketplace is at the top of the list of things to see in Boston. Visitors can immerse themselves in the spirit of the "Sons of Liberty" as they walk in their footsteps, visiting the many historic sites, including Freedom Trail. Marked by a red line on city sidewalks, Boston's 2.5-mile Freedom Trail connects 16 of the nation's most significant historical landmarks, weaving its way through Boston's proud past in the middle of this vital, modern city. Faneuil Hall will be our end-of-day stop on Wednesday for an evening to explore the marketplace and catch dinner with friends.

faneuilhallmarketplace.com

(more)

IGC retailers are encouraged to make their reservations at our host hotel Embassy Suites by Hilton Boston Waltham now. Boston is a popular summer destination and books up early. Of course, those staying at Embassy Suites will be able to enjoy breakfast with friends and keep up with the daily schedule and happenings. GCA Summer Tour Boston is open to members and non-members alike. Register today and enjoy early bird savings at www.GardenCentersofAmerica.com

####