



# MASSACHUSETTS HORTICULTURAL SOCIETY

THE GARDEN AT ELM BANK

FOR IMMEDIATE RELEASE

July 24, 2024

## MASSACHUSETTS HORTICULTURAL SOCIETY ANNOUNCES PARTNERS AND SPONSORS OF THE NEW ENGLAND FALL FLOWER SHOW IN SEPTEMBER 2024

**WELLESLEY, MA** — Massachusetts Horticultural Society (MHS) is delighted to announce that the 138<sup>th</sup> New England Fall Flower Show, will take place on Saturday, September 21 and Sunday, September 22, 2024 at the Garden at Elm Bank in Wellesley, MA. Tickets for the weekend-long event, including a Friday night preview party will be released on July 31, 2024. More details and tickets can be found at [www.masshort.org/fall-flower-show](http://www.masshort.org/fall-flower-show).

The New England Fall Flower Show reflects on the rich history of MHS's flower shows and embraces the future of how we continue to grow. This idea is summed up in the theme "Heritage and Hope", which signifies how the show draws inspiration simultaneously from the nearly 200-year-old history of MHS and the legacy of the Flower Show as well as the limitless possibilities of the future.

Flower Show Director and MHS Director of Garden and Programs, Karen Daubmann says, "It is an honor to be a part of revitalizing the Flower Show for New Englanders. I grew up on MHS flower shows - the feeling of being exposed to new plants, learning how to grow, and imbibing the sights and sounds while listening to demos of renowned horticulturists has made an indelible impact on my life. I'm excited to bring the Flower Show to new generations of gardeners."

The judged competition classes include Amateur Horticulture, Junior Horticulture, Floral Design, Botanical Arts, Photography, and Miniature Gardens. All are invited to submit their exhibits for the judged Amateur and Junior Horticulture competitions. The [complete schedule](#) of classes is available for viewing.

In partnership with Boston Magazine, the weekend-long event will feature curated vendors, food trucks, workshops and programs, and floral installations. Our signature sponsor is Bartlett Tree Experts. A first-look at the vendor list includes Peony's Envy, Wellesley Books, and Coldbrooke Pottery. Food trucks will feature a variety of cuisines, including Bardo's Bar Pizza, The Cod Squad, and Del's Lemondae. Headlining the demo tent, author and designer Chrisitn Geall will hold for floral demonstrations both days. More vendors will be announced leading up to the event.

A preview party for the event will take place on Friday, September 20. Tickets will be released on Wednesday July 31, 2024. To sign up for email updates on ticket releases please visit <https://www.masshort.org/fall-flower-show>. For media inquiries, please contact Meghan Connolly at [mconnolly@masshort.org](mailto:mconnolly@masshort.org) or 617.933.4934.

Presented by Massachusetts Horticultural Society and Boston Magazine



# Boston

MAGAZINE

### About Massachusetts Horticultural Society

Massachusetts Horticultural Society seeks to help people change their lives and communities for the better through growing plants together. MHS disseminates information on horticulture and related sciences through its Library, educational programming, exhibitions and community outreach initiatives. Through these, MHS seeks to engage guests with the importance of plants, gardens and natural landscapes in their lives and help them to become active growers and gardeners themselves. As America's first established horticultural society, MHS has been practicing horticulture 'for the public good' since 1829.

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