



MASSACHUSETTS HORTICULTURAL SOCIETY

THE GARDEN AT ELM BANK

FOR IMMEDIATE RELEASE

September 16, 2024

MASSACHUSETTS HORTICULTURAL SOCIETY TO HOLD THE 138TH NEW ENGLAND FLOWER SHOW THIS WEEKEND: SEPTEMBER 21-22, 2024

WELLESLEY, MA — Massachusetts Horticultural Society (MHS) is excited to host the 138th New England Flower Show 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 are available at www.masshort.org/fall-flower-show/tickets.

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." 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 and New England Home Magazine, the weekend-long event will feature curated vendors, food trucks, workshops and programs, and floral installations. Our Signature Sponsor is Bartlett Tree Experts; Hartley Botanic and Land Rover Sudbury are Premier Sponsors; Community Partners are Allandale Farm and Sew & Bloom.

A weekend program, vendor list, and activities can be found at <https://www.masshort.org/fall-flower-show/plan-your-visit>. More than 50 vendors from plants and education to beauty and beer will fill the Garden. A featured look at the list includes Adler Grier, Blue Dog Natural Dye House, Coldbrooke Pottery, Leadhead Glass, oHhO Botanicals, Peony's Envy, and Wellesley Books. In addition to Castle Island's beer garden, food trucks will feature a variety of cuisines, including Bardo's Bar Pizza, Blue Bird desserts, The Cod Squad, and Del's Lemondae, LATTE BOSTON, and Uncle Joey's Cannoli. Headlining the demo tent, author and designer Christin Geall (*Cultivated: The Elements of Floral Style*) and author John Forti (*The Heirloom Gardener*) will each hold demonstrations both days, in addition to other experts. MHS and local organizations and businesses will host educational tables and sessions throughout the festival.

An experiential Flower Show preview party, in partnership with PartySlate, will take place on Friday, September 20 from 6-9pm. This immersive experience will delight guests with a fusion of horticulture, culinary offerings, and live music. The evening will feature pairings of passed hors d'oeuvres and a variety of beverages, accompanied by live music and set within the Garden at Elm Bank during its peak season. Following this garden exploration, guests will be welcomed to the Hunnewell Building for a reception, where they can admire horticultural, floral design, and photography exhibits while enjoying seasonal small plates and signature drinks.

Advanced purchase of timed tickets is required and can be purchased at <https://www.masshort.org/fall-flower-show/tickets>. For media inquiries, please contact Meghan Connolly at mconnolly@masshort.org or 617.933.4934.

Presented by Massachusetts Horticultural Society, in partnership with Boston Magazine and New England Home Magazine



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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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