

**For Immediate Release**

April 10, 2015

**Spring is Here — Celebrate with Gaillardia!**

Santa Barbara, California — Celebrated for their large, daisy-like blooms, gaillardias are one of the most popular ever-flowering summer perennials. And gardeners now have something new to enjoy with the introduction of *Celebration gaillardia* from PlantHaven International. This showstopper makes a statement all season with nonstop rich red blooms that don't fade in the heat.

Celebration gaillardia pumps out gorgeous flowers nearly year round, and it requires little maintenance. This unfussy, long-lived perennial loves the heat and won't run up your water bill. Plants stay nice and full, even if you ignore them.

An amazingly versatile crop, Celebration gaillardia can be used almost anywhere in the garden. Plant them in a landscape border or in a patio container to welcome guests with their cheerful color. Or make a dramatic impression and use Celebration in a mass planting, where they will truly amaze garden enthusiasts. It'll surely be a celebration with extraordinary gaillardia as your backdrop!

Celebration gaillardia was bred by Realflor, a UK-based partnership dedicated to bringing the most outstanding and unique varieties to the marketplace. To learn more about Realflor's breeding efforts, go to [www.realfloreeurope.com](http://www.realfloreeurope.com).

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**About Realflor**

Formed in 2007, Realflor specializes in creating an extensive breeding program focused on introducing new herbaceous perennial plants for the world market. Located near Chichester in Southern England, Realflor benefits from some of the best climate conditions in the UK. For additional information, go to [www.realfloreeurope.com](http://www.realfloreeurope.com).

**About PlantHaven International**

PlantHaven International, founded in 1997, is an independent agency assisting plant breeders worldwide in bringing their new genetics to the market. PlantHaven's cultivars undergo nationwide testing and trialing to ensure consistency and plant worthiness. To learn more about PlantHaven, go to [www.planthaven.com](http://www.planthaven.com).