

FOR IMMEDIATE RELEASE

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‘BIG ORANGE’ is the new ‘BIG RED’



Vista, California, April 2010— This time last year, gardeners everywhere were introduced to the breakthrough new geranium ‘BIG RED™’ – the first true red geranium. ‘BIG RED’ really was THE best new geranium ever! It is a variety called ‘Calliope™ Dark Red’ introduced by Syngenta Flowers. The combination of stunning deep true red velvet like blooms, combined with a vigorous growth habit and heat tolerance made it a standout in The Home Depot® garden centers nationwide.



The good news for geranium lovers is that this year there is a new color available. ‘BIG ORANGE™’, is the new ‘BIG RED’! ‘BIG ORANGE’ geranium will have all the same great qualities of the original ‘BIG RED’ yet has bright, stunning orange blooms.

This line of plants is known as an inter-specific hybrid – a cross between a hanging basket geranium and an upright zonal type. Look at the leaf shape and you will see a leaf that has that basket geranium shape but with a texture and color of a zonal upright. “This is a huge breakthrough as ‘BIG ORANGE’ and ‘BIG RED’ will do well in either a basket situation or in your garden,” says Ray French, product manager of the VIVA! line for Floragem. “Trial gardens all over the country have also been reporting a significant amount of heat tolerance in this geranium line. What this means to the home gardener or landscape professional is that these plants will thrive even into the hotter months of the year.”

These plants are hard to beat for beds, baskets, mixed containers and borders. Like all geraniums, ‘BIG ORANGE’ and ‘BIG RED’ do best in full to part sun and in well drained soil. They prefer moderate water, but can take dryer conditions. ‘BIG ORANGE’ and ‘BIG RED’ have a vigorous growth habit – they will quickly fill up a garden bed or container - growing up to 15” high and 15” wide.

‘BIG ORANGE’ and ‘BIG RED’ Geraniums will be available nationwide this spring in the VIVA! line at The Home Depot®.

The VIVA! program introduces a variety of new and noteworthy flower varieties into the U.S. and Canadian markets and contains a mixture of annuals, perennial and woody ‘color’ for use in home landscapes by home gardeners or landscapers. By looking at new flower breeding from around the world, VIVA! and The Home Depot bring innovative new garden ideas to homeowners from coast to coast.

Floragem is a horticultural marketing company that works with The Home Depot on the VIVA! collection of flowers grown by The Home Depot grower network and sold exclusively through The Home Depot. Consumer information on VIVA! plants is available at www.vivagarden.com or to the press in the press room of www.floragem.com.

For more information on Geranium ‘BIG ORANGE’ or ‘BIG RED’ please contact Lisa Heredia at Floragem, 941-483-3134 or lheredia@floragem.com.

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