

## FOR IMMEDIATE RELEASE

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### The Amazing 'SuperVinca™' – Now in Baskets



*Vista, California, April 2010* - 'SuperVinca™' has endeared itself to gardeners everywhere with its superhero-like ability to resist the common disease that typically afflicts this plant. Its ability to thrive in dry or humid conditions makes it a garden star come rain or shine. Now this 'tough as steel' heat tolerant annual is available in a trailing type. Instead of the usual upright shape that is common for most vinca, new 'Super Vinca' trailing is ready to show off its stellar garden performance in hanging baskets, patio pots, combination planters, or any other place that a gardener would prefer a plant that cascades "down and out" into a beautiful, disease resistant waterfall of color.

"'Super Vinca' has outperformed all other vinca on the market today," says Ray French, product manager of the VIVA! line for Floragem. "Now that it is available in a trailing form, it has a totally different look with the same great qualities of the original plant."

The upright form of 'SuperVinca' grows up to 16 inches tall and 25 inches wide. In addition to its colorful flower power, the plant also has thick glossy foliage. It performs best in full sun growing conditions and is drought tolerant once established. The trailing variety of 'Super Vinca' has the same great foliage and growing conditions, yet grows in a draping form – cascading over the sides of whatever basket, pot or window box it may be planted.

'Super Vinca' trailing can be found in hanging baskets nationwide this spring in The Home Depot® line of VIVA! brand plants. The upright variety will be available in 2.6 quart containers.

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 the landscape 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](http://www.vivagarden.com) or to the press in the press room of [www.floragem.com](http://www.floragem.com).



For more information on 'Super Vinca' for pots or baskets, please contact Lisa Heredia at Floragem, 941-483-3134 or [lheredia@floragem.com](mailto:lheredia@floragem.com).

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