


FOR YOUR MARKETING CALENDAR:



International  
**HYDRANGEA  
WEEK**

May 25th until May 31st



BLOOMING INTO THE SUMMER WITH HYDRANGEAS

An initiative by:

**Forever  
& Ever**  
Best quality plants

**Magical**  
Four Seasons



Supported by:

 **HYDRANGEA  
WORLD.COM**

# BLOOMING INTO THE SUMMER WITH HYDRANGEAS

FOR YOUR MARKETING CALENDAR:

## **Week 22: International hydrangea week**

**Blooming into the summer! What better plant to do that with than the hydrangea. In order to inform consumers of this, 'the International Hydrangea Week' is to be organised for the fifth time in 2020. Week 22 (25 – 31 May) will be all about these colourful eye-catchers for the garden and home.**

The purpose of 'the Hydrangea Week' is to raise general public awareness about the versatility of the total product group (as a garden plant, indoor plant and cut flower). Through consumer media, social media and in-store communication, we aim to spread the message of 'Blooming into the summer with hydrangeas' wherever possible in the Netherlands and Germany.



**JOIN  
US!**

**JOIN US! For more information or to join us, please call: +31 (0)13 511 11 51**

Or keep an eye on our Facebook page for more information and the programme (once available).

 @Hortensiaweek