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NEW ENGLAND GROWS 2010
“Extreme Education” to Inform and Inspire Green Industry Professionals

BOSTON, Mass.— More than 30 ground-breaking educational sessions are planned for New England Grows, the Northeast’s premier green industry trade exposition and educational conference, to be held Wednesday, February 3 - Friday, February 5, 2010 at the Boston Convention & Exhibition Center. With 600 companies expected to exhibit, booth sales have been strong and the exposition is projected to sell out as in years past.

“New England Grows’ conference and exposition offers green industry professionals unique, recession-defying solutions to meet today’s tough business challenges,” said New England Grows president Jon Ciffolillo, MCLP of Greenscape Inc. in East Taunton, Mass. “With booth sales up over last year, New England Grows remains the place for industry professionals to connect, make great deals, and get business done.”

New England Grows’ 2010 educational program is focused on sustainable, practical techniques that can immediately impact the bottom line. Sessions highlight new methods for battling insect pests and plant disease, eco-friendly landscape design, bare root transplanting, rigging techniques for arborists and new water conservation methods. Retail merchandising and trend-spotting sessions will be featured, alongside plant-focused sessions highlighting new perennials, annuals and turf selection. Many sessions are approved for continuing education credit from a variety of professional organizations. Full educational program details will be available in September 2009.

In 2010, *The Art Walk at New England Grows* will be launched. Tailored specifically for specialty garden centers buyers, this juried, trend-driven exhibition, will spotlight original creations by emerging artisans. Other popular New England Grows features like the Essentials of Plant ID Challenge, Speakers Unplugged and Jump Start Cafe will be back in force.

New England Grows is an educational partnership between the New England Nursery Association, Massachusetts Arborists Association, Massachusetts Association of Landscape Professionals, Massachusetts Nursery & Landscape Association, and its network includes more than 30 allied green industry organizations.

For details, please visit www.NewEnglandGrows.org or call (508) 653-3009. For more information on sponsor and exhibitor opportunities, please contact Diane Zinck at dzinck@NewEnglandGrows.org.

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