



FOR IMMEDIATE RELEASE:
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CONTACT: Mary Simard
mary@NewEnglandGrows.org
(508) 653-3009

Great Deals Abound at New England Grows
Wednesday, February 2 – Friday, February 4, 2011

Boston, Mass. --- More than 30 ground-breaking educational seminars are planned for New England Grows, the Northeast's premier trade exposition and green industry educational conference scheduled for Wednesday, February 2 - Friday, February 4, 2011 at the Boston Convention & Exhibition Center.

"New England Grows offers top line ideas, information, and cost-effective solutions to meet today's tough business challenges," said New England Grows president Jim Abusamra, MCA of Hartney Greymont, Inc. in Needham, MA. "Just about everyone in the green industry attends New England Grows. It is the place for all of us to connect and get business done!"

New England Grows' 2011 educational program is sure to impress. The speaker lineup includes industry luminaries like Stephen Stimson, Richard Hartlage, Dan Snow, John Stilgoe, Mark Chisholm, Whitney Cranshaw and many other top-notch presenters. In addition to a host horticultural and design topics, important business issues like effective marketing, social media, and customer retention will be addressed.

Wednesday's new *Garden Center Success* seminars will offer exceptional education aimed directly at today's independent garden center.

With 600 companies expected to exhibit, booth sales have been strong, veteran exhibitors are expanding their displays, and many new vendors are joining the New England Grows' ranks.

There are special savings for early registration – \$39.00 for all three days before January 15. The registration price drops to just \$30.00 when four or more people from the same company register by January 15. Low registration fees combine with exclusive deals on the tradeshow floor to make New England Grows the best place to do business this winter. Learn more at www.NewEnglandGrows.org.

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 40 allied green industry organizations.

Schedule

New England Grows 2011

Boston Convention & Exhibition Center

Boston, MA

www.NewEnglandGrows.org

Wednesday, February 2

Seminars: 9:00 a.m. – 3:30 p.m.

Exposition: 10:00 a.m. – 5:00 p.m.

Thursday, February 3

Seminars: 9:00 a.m. – 3:30 p.m.

Exposition: 8:00 a.m. – 5:00 p.m.

Friday, February 4

Seminars: 9:00 a.m. – 3:30 p.m.

Exposition: 8:00 a.m. – 3:00 p.m.

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Digital photographs available upon request.