

PRESS RELEASE**FOR IMMEDIATE RELEASE**

December 9, 2014

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Central Reservation Website for California Spring Trials Now Open

Columbus, Ohio – The official central reservation website for the 2015 California Spring Trials is now open and attendees can begin to make reservations. The California Spring Trials will be held on April 11-16, 2015 in the central and northern regions of California. This year more than 30 companies are exhibiting at 18 locations. Attendees can arrange appointments through the website to create personalized itineraries which can be printed or viewed via a mobile site. There is no fee for attendees to use the service or attend the various events. The website was developed by AmericanHort and Clarity Connect, a leading provider of technology and marketing solutions.

The registration service is available now and is accessed through the official California Spring Trials website at AmericanHort.org/springtrials.

The California Spring Trials is an annual weeklong event held at various locations throughout the state. The event is a launching ground for some of the newest plant varieties, signage and packaging products, and merchandising programs and concepts. In addition, many locations include PGR experiments, outdoor trialing, and technical information.

The event includes many of the leading plant breeders, growers, and suppliers showcasing their plant varieties and new products. Formerly known as the “Pack Trials,” attendees use the occasion to get an early look at products, and to learn directly from producers the recommended growing and retail strategies.

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AmericanHort was formed in 2014 by the consolidation of the American Nursery & Landscape Association and OFA – The Association of Horticulture Professionals. With a combined history of 220+ years, AmericanHort supports nearly 16,000 member and affiliated businesses that include breeders, greenhouse and nursery growers, garden retailers, distributors, interior and exterior landscape professionals, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain. The horticulture industry's production, wholesale, retail, and landscape service components have annual sales of \$163 billion, and sustain over 1,150,000 full- and part-time jobs. Our mission is to unite, promote, and advance the horticulture industry through advocacy, collaboration, connectivity, education, market development, and research. The association has offices in Columbus, Ohio for administration and member services, and in Washington, DC to facilitate government relations and research activities.