

2011 Consumer and Trade Print Advertisement and Schedule

Proven Winners ColorChoice

**FOR A BEAUTIFUL GARDEN,  
JUST ADD WATER.**



↑ **INCREDIBALL® HYDRANGEA**  
An improved 'Annabelle' hydrangea with the biggest flowers and the strongest stems. Hardy and heat tolerant.

↓ **INVINCIBELLE® SPIRIT HYDRANGEA\***  
The first-ever pink 'Annabelle' hydrangea. A rebloomer that flowers year after year, even after harsh winters.

↑ **HOME RUN® ROSE**  
Home Run's bright red flowers bloom all summer and into fall without any spraying, pruning, or winter protection!

↓ **LO & BEHOLD® BLUE CHIP-BUDDLEIA**  
The only miniature Butterfly Bush with loads of blue flowers. Flowers continuously without deadheading.



**PW**  
PROVEN  
WINNERS®  
COLOR CHOICE  
FLOWERING SHRUBS

\*Our goal is to raise \$1 million for breast cancer research. \$1.00 from each Invincible Spirit sold is donated to The Breast Cancer Research Foundation®. We encourage you to donate as well. BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. Visit [www.invinciblespirit.net](http://www.invinciblespirit.net) to make a donation.

Look for Proven Winners in the white pot at better garden centers. Learn about great new plants and get expert gardening advice, tips and inspiration at [www.facebook.com/PWcolorchoice](http://www.facebook.com/PWcolorchoice). 

2011 Consumer advertisement – Varieties change – see schedule for details

# The pink 'Annabelle' hydrangea™

INVINCIBELLE®  
*Spirit*  
THE PINK 'ANNABELLE' HYDRANGEA™



Our goal is to raise \$1 million dollars for breast cancer research. \$1.00 from each Invincibelle Spirit sold is donated to The Breast Cancer Research Foundation®. We encourage you to donate as well. BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide.

Visit [www.InvincibelleSpirit.net](http://www.InvincibelleSpirit.net) to make a donation.

*Hydrangea arborescens* 'NCHA1' ppaf. cbrf  
Mature Height: 3-4' Mature Width: 30" USDA Zones 3- Full Sun to Part Shade

Gardeners everywhere love 'Annabelle' hydrangea for its easy growth and reliable flowers, but have wished it came in something other than white. Proven Winners® ColorChoice® is pleased to introduce the first pink 'Annabelle' hydrangea, Invincibelle® Spirit. If other hydrangeas have disappointed you by not blooming as expected, try Invincibelle Spirit.

Invincibelle Spirit starts to bloom in mid-summer, and continues to flower until frost. Even harsh winters won't stop Invincibelle Spirit from flowering!

Proven Winners is using Invincibelle Spirit's popularity to support a cause that's important to many gardeners (and non-gardeners, too): breast cancer prevention and research. For every Invincibelle Spirit sold, \$1.00 will be sent to the Breast Cancer Research Foundation.

[www.InvincibelleSpirit.net](http://www.InvincibelleSpirit.net)



Look for Proven  
Winners in the  
white containers.

Available at Better Garden Centers.

Publication	Jan-Feb	March	April	May	June	July	August
Better Homes & Gardens	April – drops 3/15 May – drops 4/19 June – drops 5/17		Blue Chip, Invincibelle, Incrediball, Home Run	Invincibelle	Let's Dance, Little Lime, Incrediball		
Canadian Gardening	May – drops 3/30			Invincibelle, Incrediball, Bloomerang, My Monet			
Canadian Living	May – drops 4/4			Invincibelle, Incrediball, Pinky Winky, Little Lime			
Chicagoland Gardening	Bloomerang, Blue Chip, Incrediball, Invincibelle, Home Run	Chardonnay Pearls, Blue Chip, Little Henry, Bloomerang,, Home Run	>>>	Invincibelle Spiri, Incrediball, Little Lime, Quick Fire, Pinky Winky	>>>	Blue Chiffon, Lavender Chiffon, Lil' Kim, Sugar Tip, White Chiffon	>>>
Chicagoland Gardening Resource Guide	Jan/Feb – drops 12/20 March/April – drops 2/21 May/June – drops 4/18 July/August – drops 6/20	Invincibelle					
Country Living	April – drops 3/15		Invincibelle, Blue Chip, Home Run, Incrediball				
English Gardens Calendar	<i>drops January 2011 and given out until gone</i>				Home Run	Little Lime	
Fine Gardening	May/June – drops 3/24			Blue Chip, Invincibelle, Little Lime, Let's Dance Moonlight	>>>		
Fleurs Plantes et Jardins	June – drops 5/6				Invincibelle, Incrediball, Little Lime, Bloomerang		
Garden Design	April – drops 3/29 May/June – drops 5/3		Blue Chip, Incrediball, Invincibelle, Home Run	Invincibelle, Little Lime, Quick Fire, Pinky Winky	>>>		
Indiana Gardening	March/April – drops 2/21 May/June – drops 4/18 July/August – drops 6/20	Chardonnay Pearls, Blue Chip, Little Henry, Bloomerang,, Home Run	>>>	Invincibelle Spiri, Incrediball, Little Lime, Quick Fire, Pinky Winky	>>>	Blue Chiffon, Lavender Chiffon, Lil' Kim, Sugar Tip, White Chiffon	>>>
Inspirations	Early Spring – drops 3/1 Spring/Summer – drops 5/1	various	>>>	Invincibelle	>>>		
Martha Stewart Living	March – drops 2/14		Incrediball, Home Run, Invincibelle, Blue Chip				
Missouri Gardener	March/April – drops 2/21 May/June – drops 4/18 July/August – drops 6/20	Chardonnay Pearls, Blue Chip, Little Henry, Bloomerang,, Home Run	>>>	Blue Chip, Invincibelle, Home Run, Little Henry	>>>	Blue Chiffon, Lavender Chiffon, Lil' Kim, Sugar Tip, White Chiffon	>>>

Northern Gardener	May/June – drops 4/21 July/August – drops 6/17		Invincibelle >>>	Incrediball, Little Lime, Bloomerang, Invincibelle >>>
Ohio Gardener	March/April – drops 2/21 May/June – drops 4/18 July/August – drops 6/20	Chardonnay Pearls, Blue Chip, Little Henry, Bloomerang,, Home Run >>>	Invincibelle Spiri, Incrediball, Little Lime, Quick Fire, Pinky Winky >>>	Blue Chiffon, Lavender Chiffon, Lil' Kim, Sugar Tip, White Chiffon >>>
Pennsylvania Gardener	March/April – drops 2/21 May/June – drops 4/18 July/August – drops 6/20	Chardonnay Pearls, Blue Chip, Little Henry, Bloomerang,, Home Run >>>	Invincibelle Spiri, Incrediball, Little Lime, Quick Fire, Pinky Winky >>>	Blue Chiffon, Lavender Chiffon, Lil' Kim, Sugar Tip, White Chiffon >>>
Southern Living	April – drops 3/25	Blue Chip, Invincibelle, Home Run, Little Henry		
Traditional Home	May – drops 4/12		Invincibelle, Blue Chip, Fine Wine, Incrediball	

*New Proven Winners for 2011*

**Bloomerang<sup>®</sup> Lilac**

**Incrediball<sup>®</sup> Hydrangea**

**Lo & Behold<sup>®</sup> Blue Chip<sup>®</sup> Hydrangea**

**Home Run<sup>®</sup> Roses**

**Invincibelle<sup>®</sup> Spirit Hydrangea**

provenwinners.com

Add easy, long-lasting flowers to your garden! Bloomerang<sup>®</sup> lilac blooms not just in spring, but in summer and fall, too. 'Blue Chip' and Home Run<sup>®</sup> bloom from mid-summer to frost, and both Incrediball<sup>®</sup> and Invincibelle<sup>®</sup> bloom every year – even in Chicago!

Proven Winners<sup>®</sup> ColorChoice<sup>®</sup> plants are available at better garden centers.

Allen Landscaping	Highland	IN	219-924-3938
Atsip Home & Nursery	Frankfort	IL	815-469-1044
Atsip Home & Nursery	St. John	IN	219-365-0882
Chapel	Wilmette	IL	847-256-0561
Clovers Greenhouses	Willowbrook	IL	630-655-3560
Gardens on The Prairie	Lowell	IN	219-690-0911
Hidden Gardens	Willowbrook	IL	630-655-8293
Home Landscape Materials	Bolingbrook	IL	630-759-1205
Lurvey Landscape Supply & Garden Center	Des Plaines	IL	847-824-7411
Pasquest Home & Garden	Lake Bluff	IL	847-615-2700
Pasquest Home & Garden	Barrington	IL	847-381-8511
Peasche's Flowers, Inc.	Des Plaines	IL	847-299-1300
Red's Garden Center	Northbrook	IL	847-272-1209
The Growing Place	Naperville	IL	630-355-4000
The Growing Place	Aurora	IL	630-820-8088

Look for the plants in the white Proven Winners brand pots. Find out more about these and other new plants at [provenwinners.com](http://provenwinners.com).

Consumer Coop advertisement

**She Holds the Secret to Increasing Your Sales**

She's your customer, and she knows exactly what she wants. The assurance she's buying the best. Confidence she's picking the most colorful and best performing shrubs. And today she's taking home the Proven Winners brand of plants. The reason why is simple. She's seen these plants reviewed in *Better Homes & Gardens* magazine. She's already bought Wine & Roses<sup>®</sup> Weigela and 'LimeLight' hydrangea, and brags about them to her friends. She's in love with the brand, and now she's back for more Proven Winners. Give her what she's looking for, and you'll see faster sales, better margins and repeat customers.

**PW PROVEN WINNERS**

COLOR CHOICE<sup>®</sup> FLOWERING SHRUBS

To find out more about the secret to increased sales, visit [www.provenwinners.com](http://www.provenwinners.com)

Garden Center Trade Advertisement

One third variety ads that go along with Trade advertisements

<p><b>Contact your Proven Winners® ColorChoice® Gold Key Grower today.</b></p> <table border="0"> <tr><td>Bailey Nurseries</td><td>MN</td><td>(800) 800-5660</td></tr> <tr><td>Bylands Nurseries Ltd.</td><td>BC</td><td>(250) 749-4466</td></tr> <tr><td>Canadale Nurseries Ltd.</td><td>ON</td><td>(519) 631-7264</td></tr> <tr><td>Clinton Nurseries, Inc.</td><td>CT</td><td>(860) 399-3000</td></tr> <tr><td>Clinton Nurseries of Florida</td><td>FL</td><td>(860) 399-3000</td></tr> <tr><td>Euro American Propagators</td><td>CA</td><td>(888) 323-0730</td></tr> <tr><td>Fisher Farms LLC</td><td>OR</td><td>(503) 985-7561</td></tr> <tr><td>Four Star Greenhouse Inc.</td><td>MI</td><td>(734) 654-4420</td></tr> <tr><td>Greenleaf Nursery Co.</td><td>OK</td><td>(800) 777-5172</td></tr> <tr><td>Hopewell Nursery Inc.</td><td>NJ</td><td>(856) 451-5552</td></tr> <tr><td>Imperial Nurseries, Inc.</td><td>CT</td><td>(860) 653-4541</td></tr> <tr><td>Leo Gentry Wholesale Nursery</td><td>OR</td><td>(503) 658-5181</td></tr> <tr><td>Mariant Nurseries</td><td>IL</td><td>(866) 627-4264</td></tr> <tr><td>Medford Nurseries</td><td>NJ</td><td>(800) 443-3314</td></tr> <tr><td>Midwest Groundcovers, LLC</td><td>IL</td><td>(847) 742-1798</td></tr> <tr><td>Monrovia</td><td>CA</td><td>(800) 666-9321</td></tr> <tr><td>Mori Nurseries</td><td>ON</td><td>(905) 468-3217</td></tr> <tr><td>Overdeest Nursery</td><td>NJ</td><td>(888) 842-6567</td></tr> <tr><td>Pleasant View Gardens</td><td>NH</td><td>(603) 435-8361</td></tr> <tr><td>Prides Corner Farms</td><td>CT</td><td>(860) 642-7535</td></tr> <tr><td>Robert Baker Nursery</td><td>CT</td><td>(860) 668-7371</td></tr> <tr><td>Sheridan Nurseries Ltd.</td><td>ON</td><td>(905) 873-0522</td></tr> <tr><td>Studebaker Nurseries</td><td>OH</td><td>(800) 845-0584</td></tr> <tr><td>Van Belle Nursery</td><td>BC</td><td>(888) 826-2355</td></tr> <tr><td>Van Essen Nursery</td><td>OR</td><td>(541) 258-3626</td></tr> <tr><td>Willoway Nurseries Inc.</td><td>OH</td><td>(440) 934-4435</td></tr> <tr><td>Willowbend Nurseries</td><td>OH</td><td>(440) 259-5472</td></tr> <tr><td>Wolke Nursery</td><td>IL</td><td>(217) 844-3661</td></tr> </table>  <p><b>PW</b> PROVEN WINNERS®</p> <p><b>COLOR CHOICE</b> FLOWERING SHRUBS</p>	Bailey Nurseries	MN	(800) 800-5660	Bylands Nurseries Ltd.	BC	(250) 749-4466	Canadale Nurseries Ltd.	ON	(519) 631-7264	Clinton Nurseries, Inc.	CT	(860) 399-3000	Clinton Nurseries of Florida	FL	(860) 399-3000	Euro American Propagators	CA	(888) 323-0730	Fisher Farms LLC	OR	(503) 985-7561	Four Star Greenhouse Inc.	MI	(734) 654-4420	Greenleaf Nursery Co.	OK	(800) 777-5172	Hopewell Nursery Inc.	NJ	(856) 451-5552	Imperial Nurseries, Inc.	CT	(860) 653-4541	Leo Gentry Wholesale Nursery	OR	(503) 658-5181	Mariant Nurseries	IL	(866) 627-4264	Medford Nurseries	NJ	(800) 443-3314	Midwest Groundcovers, LLC	IL	(847) 742-1798	Monrovia	CA	(800) 666-9321	Mori Nurseries	ON	(905) 468-3217	Overdeest Nursery	NJ	(888) 842-6567	Pleasant View Gardens	NH	(603) 435-8361	Prides Corner Farms	CT	(860) 642-7535	Robert Baker Nursery	CT	(860) 668-7371	Sheridan Nurseries Ltd.	ON	(905) 873-0522	Studebaker Nurseries	OH	(800) 845-0584	Van Belle Nursery	BC	(888) 826-2355	Van Essen Nursery	OR	(541) 258-3626	Willoway Nurseries Inc.	OH	(440) 934-4435	Willowbend Nurseries	OH	(440) 259-5472	Wolke Nursery	IL	(217) 844-3661	 <p><b>PW</b> PROVEN WINNERS®</p> <p><b>COLOR CHOICE</b> FLOWERING SHRUBS</p> <p><b>Lo &amp; Behold® 'Blue Chip' Short &amp; Sweet</b></p> <p>Miniature, reblooming Blue Chip will change the way you think about buddleia.</p> <p><a href="http://www.colorchoiceplants.com">www.colorchoiceplants.com</a></p>	 <p><b>PW</b> PROVEN WINNERS®</p> <p><b>COLOR CHOICE</b> FLOWERING SHRUBS</p> <p><b>Bloomerang® Reblooming Lilac</b></p> <p><b>Flowers &amp; More Flowers</b></p> <p>Fragrant flowers in spring and again in mid-summer until frost.</p> <p><a href="http://www.colorchoiceplants.com">www.colorchoiceplants.com</a></p>	 <p><b>PW</b> PROVEN WINNERS®</p> <p><b>COLOR CHOICE</b> FLOWERING SHRUBS</p> <p><b>Tough Stuff.</b></p> <p>Home Run®: the most disease-resistant rose on the market.</p> <p><a href="http://www.colorchoiceplants.com">www.colorchoiceplants.com</a></p>	 <p><b>PW</b> PROVEN WINNERS®</p> <p><b>COLOR CHOICE</b> FLOWERING SHRUBS</p> <p><b>Invincible Spirit® Hydrangea</b></p> <p><b>Think Pink</b></p> <p>The pink 'Annabelle' hydrangea™</p> <p>Our goal is to raise \$1 million dollars for breast cancer research. \$1.00 from each Invincible Spirit sold is donated to The Breast Cancer Research Foundation®. We encourage you to donate as well. BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. Visit <a href="http://www.invinciblespirit.net">www.invinciblespirit.net</a> to make a donation.</p> <p><a href="http://www.colorchoiceplants.com">www.colorchoiceplants.com</a></p>
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Advertisement Schedule for Trade ads to Garden Centers

Publication	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Garden Center	BC						BC		BC	BC	BC	
<i>inside page</i>												
<i>third page</i>	5	1					3					
Garden Chic	plus 'pink' cover	>>>										
Green Profit	1						1					
<i>third page</i>	1						3					
Grower Talks		1										
<i>third page</i>		2										
Landscape Trades	2 page spread											
<i>inside page</i>												
<i>third page</i>									4			
Lawn & Garden Retailer	BC	BC					BC	BC	BC		BC	
<i>third page</i>	4	4					4					
Nursery Retailer	plus 'pink cover'	>>>	1 page Nursery Retailer	>>>	1 page Nursery Retailer	>>>	2 page spread	>>>	1 page Nursery Retailer	>>>	1 page Nursery Retailer	>>>
Today's Garden Center	1	1					1	1			1	
<i>third page</i>	1	1					4	4			4	
NMPro	BC		BC				BC			BC	BC	

\* BC stands for Back Cover