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**For Immediate Release**

## **Icicle® Pansy Notification Service Is a Fresh Idea**

You don't need a freshness date to tell whether the plants in your local garden center have expired. Brown leaves and wilted stems tell the story that the plant did not find a home in time. Now, Fernlea Flowers, exclusive growers of Icicle Pansies, provides an email notification service to announce the arrival of just-delivered plants to gardeners, helping shoppers find plants at their freshest.

To subscribe to this free service, gardeners simply fill out an online form at [www.iciclepansy.com](http://www.iciclepansy.com). Fernlea Flowers manages the service in-house and does not rent or sell this list to any other companies, so customers are assured of privacy. The sophisticated system automatically sends out emails when trucks have just made deliveries to garden centers nearby the subscriber. It lists the closest retailers who took deliveries allowing the customer to self-select. The phone number for the store is listed as well, should the customer want to verify a particular stock availability.

For many gardeners, this service puts an end to wasted time spent running around looking for healthy plants. Many shoppers find this service to be both a time saver, and a guarantee for better quality plant purchases. The company regularly receives emails back from happy customers thanking Fernlea for the service while also extolling the virtues of their Icicle Pansies over the growing season.

Says Jeff Howe, President, Fernlea Flowers "Our notification service is a win-win. For gardeners, it's an easy way to find the healthiest plants, and get the best selection. For retailers, it helps them sell plants in the best condition – something they all want to do."

The notification service has been extended to other products from Fernlea as well. Visit [www.fernlea.com](http://www.fernlea.com) for more information.

Icicle Pansy fans can look for two new colors and three new mixes this fall. Autumn Sunset is a color that is also sold under the Fernlea Hot Chilly brand (as Sunset Sky), and has recently passed the company's winter trial tests to become part of the Icicle Pansy line-up. Also new are Sapphire Splash, and mixes Rose Shades, Mauve Shades and Springtime.

Icicle Pansies have extended the gardening season for many people in the Northern US and Canada. Now, that season can be further extended. Fernlea will introduce the Winter Garden Collection in Fall 2004. The collection includes a variety of heather (calluna), and a selection of miniature conifers. Intended for container gardening, this cold-hardy collection is a perfect complement to Icicle Pansies to provide color and beauty into the winter months. More information about the Winter Garden Collection including planting recipes can be found at [www.fernlea.com](http://www.fernlea.com).

Fernlea Flowers is one of North America's largest growers with greenhouses in the US and Canada. A family-owned and operated business, Fernlea has most recently focused on growing and marketing unique products that provide gardeners with consistent quality and garden performance benefits. More information about Fernlea is available at their web site, [www.fernlea.com](http://www.fernlea.com).

**Editorial Press:** For more information, images, or interviews, please contact Juli Paladino, Fernlea Flowers, 1-800-265-6789 Ext 1163 [jpgaladino@fernlea.com](mailto:jpgaladino@fernlea.com)