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Color Season at the Memphis Botanic Garden Begins this June!

Memphis, TN – The Memphis Botanic Garden (MBG) is pleased to welcome visitors to experience *Parade of Color at the Garden* this summer and fall. Visitors can enjoy undulating bursts of blooms as they stroll alongside the largest curated color display in Memphis just steps from the Garden’s Visitors Center. From June through November, these colorful beds will offer a sensational show of beauty in the heart of Memphis with peak bloom time expected in July and August. Perfect for a photo op, these unique displays are a tangible manifestation of the Garden’s mission.

Bursting with color, *Parade of Color at the Garden* introduces a new & different experience for Garden visitors to encounter nature. Large-scale botanical displays are considered a gold standard of botanic gardens, and the Garden is overjoyed to share this seasonal offering with you in 2024. Beyond the aesthetic enhancement, many of the plant selections are beneficial to pollinators, and they anticipate the thriving beds buzzing with bee & butterfly activity.

“Parade of Color at the Garden is set to be the biggest display of annual color Memphis has ever seen. Visitors can encounter unexpected tropicals such as bananas, papayas, and aloccasias, alongside tried-and-true favorites such as lantanas, coleus, and zinnias,” said Daniel Grose, Director of Horticulture. “The beds span approximately 200 linear feet and are 20-30 deep in portions. It’s really going to be special; hopefully something you’ve never seen before.”

This new seasonal display also offers the opportunity to support the Garden & its efforts to serve the community. Individuals and businesses can sponsor a portion of the color beds with a donation today which will be recognized with a plaque placed on approximately ten square feet of blossoms for the duration of this year’s color season (June through November). Memorials and honorariums are welcome, and both the designee and donor will be listed on the plaque. These dedication donations are \$400 for MBG Members and \$500 for Non-Members.

About Memphis Botanic Garden

The Memphis Botanic Garden is a not-for-profit 501(c) (3) organization dedicated to being an exemplary center for horticulture and environmental enrichment. Serving over 40,000 school-aged children annually, and hosting 260,000 visitors each year, Memphis Botanic Garden strives to enhance lives by connecting people with nature, increasing awareness and appreciation of our environment.

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