

## 2021 Content Calendar

MONTH	OVERALL THEME	PLANT CATEGORIES HIGHLIGHTED ESPECIALLY (BLOG, EMAIL, SOCIAL)	FEATURED PLANTS INCLUDE...	DESIGN LESSONS/ SOLUTIONS ON OUR BLOG	SPECIAL PROMOTIONS/ ASSETS
JANUARY	Gardening for Well-Being; Fresh Looks for 2021	<b>Grow</b> 2021 New Plants (Craftsman favorites) Plus: <ul style="list-style-type: none"> <li>• Camellias</li> <li>• Hellebores</li> <li>• Well-being plants: Lavender, Monarda, Hypericum, and Nepeta</li> <li>• Tropicals Indoors</li> </ul>	<ul style="list-style-type: none"> <li>• Camellias</li> <li>• Dan Hinkley Tectonic Begonias</li> <li>• Featured Plants 2021</li> <li>• Sunbelievable</li> </ul>	<p><b>Be Inspired:</b> A Peaceful Retreat to Enhance Your Well Being (Northwest Garden)</p> <p>Bringing the outdoors in</p>	<p>Announcing the Year of the Sunflower – Celebrating Sunbelievable™ – as the Feel Good Flower for 2021</p> <p>This will be an ongoing promotion through the year but announced in January</p>
FEBRUARY	Ready For Spring, Classic Monrovia Favorites/ Nostalgia plants	<b>Grow</b> early-flowering trees and shrubs Flowering groundcovers Specimen plants Early springtime perennials Dianthus Lavender	<ul style="list-style-type: none"> <li>• Springshine Forsythia</li> <li>• Pieris series</li> <li>• Icee Blue</li> </ul>	<p><b>Be Inspired:</b> A courtyard designed to show off early-flowering trees and shrubs (Beverly Hills garden)</p>	Shop.Monrovia promotions begin: Ready for Spring!
MARCH	Organizing Your Garden with Better Shrubs and Trees, Laying the Foundation for Spring	<b>Grow</b> evergreens and conifers Flowering shrubs <ul style="list-style-type: none"> <li>• Rhododendron</li> <li>• Weigela</li> <li>• Viburnum</li> </ul> Plus: <ul style="list-style-type: none"> <li>• Topiaries</li> <li>• Alternatives to boxwood by region</li> <li>• Grasses</li> </ul>	<ul style="list-style-type: none"> <li>• Golden Jackpot and Lava Nugget Barberry</li> <li>• Tiny Tower</li> <li>• Ember Waves</li> <li>• Arborvitae</li> <li>• Golf Ball Pittosporum</li> <li>• Little Ragu</li> <li>• Little Ollie</li> <li>• Indigo Cypress</li> <li>• Junipers</li> <li>• Laurels</li> <li>• Weigelas</li> <li>• Viburnum</li> <li>• Hypericum Floral Berry</li> <li>• Dietes x Katrina</li> <li>• Plumtastic Spirea</li> </ul>	<p><b>Be Inspired:</b> Beautiful and unique ways to integrate plants with your pathways in the garden (Various)</p>	Monrovia Exclusives

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APRIL	Layering Your Garden with Lush Beauty and Sensuality	<b>Grow:</b> <ul style="list-style-type: none"> <li>Itoh Peonies</li> <li>Vines (Clematis, Wisteria)</li> <li>Daphne</li> <li>Fragrance</li> <li>Clematis Samaritan Jo, Tranquillite, &amp; Yuan</li> <li>Spiraea Lil Sizzle, Plumtastic Yeti and Lil Flirt easy plants for new gardeners.</li> </ul>	<ul style="list-style-type: none"> <li>Double Shot Azalea</li> <li>Magic Daydream Abelia</li> <li>Bountiful Blueberries</li> <li>Blackberries</li> <li>Kiwi</li> <li>Little Darling Lilac</li> <li>Dan Hinkley Vines</li> </ul>	<b>Be Inspired:</b> Designing with Garden Sheds, the new Work-From-Home office.  Cottage Style	<b>Grow Confidently:</b> What's a Tetraploid? (Examples in our hydrangeas, begonias)  <b>Special Collections Promotion:</b> Itoh Peonies
MAY	Make Your Garden Feel Truly Special with Distinctive Plants for Curb Appeal and Happiness	<b>Grow:</b> <ul style="list-style-type: none"> <li>Hydrangeas and Roses</li> <li>Best Annuals for Containers and More</li> <li>Gerbera</li> <li>Geranium</li> <li>Supercal petchoa</li> <li>Heucheras</li> <li>Hibiscus Honeymoon and Head over Heels series</li> <li>Physocarpis Raspberry Lemonade compact habit bright foliage</li> <li>Buddleja cranrazz and true blue</li> </ul>	<ul style="list-style-type: none"> <li>Seaside Serenade Newport</li> <li>Grace N' Grit Roses</li> <li>Nitty Gritty Roses</li> <li>Hebe: Champion and Pink Candy</li> <li>Little Joker Ninebark</li> <li>Dan Hinkley Vines</li> <li>Daylily Skye Series</li> <li>Jade Waves Cypress</li> </ul>	<b>Be Inspired:</b> Porch perfect spaces and other inviting entryway ideas	<b>Mother's Day Containers</b>  <b>Special Collections Promotion:</b> Seaside Serenade Hydrangea
JUNE	Watch Your Garden Come Alive	<b>Grow pollinator plants:</b> <ul style="list-style-type: none"> <li>Agapanthus – the unsung hero</li> <li>Penstemon</li> <li>Fuchsias</li> <li>Lavender</li> <li>Dahlias</li> <li>Zinnias</li> <li>Salvia</li> <li>Begonias (Tectonic are more in stock)</li> <li>Hydrangea paniculatas: Early Evolution, Candy Apple, Strawberry Shake</li> <li>Perseas and Ficus car (brown turkey, mission, black jack)</li> </ul>	<ul style="list-style-type: none"> <li>Sparkler Butterfly Bush</li> <li>La Barbe Bleue Bluebeard</li> <li>Sunbelievable</li> <li>Evolution Coneflower</li> <li>Chateau Rose of Sharon</li> </ul>	<b>Be Inspired:</b> A Family Garden garden designed for kids and dogs (Needham garden)	<b>Grow Responsibly:</b> National Pollinator Month  <b>Science of Growing Beautifully:</b> A look at how Monrovia grows the most beautiful plants

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JULY	Vacation at Home: Brighten Your Garden	<b>Grow:</b> <ul style="list-style-type: none"> <li>• Poolside plants</li> <li>• Bright-colored perennials</li> <li>• Plants that can stand the heat</li> <li>• Sedums</li> <li>• Grasses Ginger Love and Blackhawk plus Hydrangea Candy Apple</li> </ul>	<ul style="list-style-type: none"> <li>• Burgundy Queen Bougainvillea</li> <li>• Jazzy Jewel Hibiscus</li> <li>• Bush Ballad Kangaroo Paw</li> <li>• Daylilies</li> <li>• Sedums</li> <li>• Summer Soul Jasmine</li> </ul>	<b>Be Inspired:</b> Designing Outdoor Rooms and Nooks	<b>Grow Responsibly:</b> Save the Monarch (Special promotion)
AUGUST	Cooling Off in The Garden	<b>Grow</b> variegated plants Soft grays and greens	<ul style="list-style-type: none"> <li>• Compact Dogwood</li> <li>• Rejoice Coast Leucothoe</li> <li>• Centaurea Snowy Owl</li> <li>• Jade Waves Cypress</li> <li>• Euonymous Silver King</li> <li>• Parth Star Showers</li> <li>• Osmanthus Het Goshiki</li> </ul>	<b>Be Inspired:</b> Using greens and texture (Robin Parsons garden/ Wynja)	<b>Grow Responsibly:</b> Firescaping your landscape
SEPTEMBER	Make the Most of Sun or Shade in the Garden	<b>Grow in Sun:</b> <ul style="list-style-type: none"> <li>• Heat loving Cannas</li> <li>• Gorgeous grasses</li> <li>• Late-season pollinators and perennials</li> <li>• Coreopsis</li> <li>• Hesperaloe Brakelights</li> </ul> <b>Grow in Shade:</b> <ul style="list-style-type: none"> <li>• Hostas</li> <li>• Heucheras</li> <li>• Schefflera</li> </ul>	<ul style="list-style-type: none"> <li>• Angel Ninebark</li> <li>• Pink Symphony Snowberry</li> <li>• Happy Day Astilbe</li> <li>• Ferns</li> <li>• Assorted Dan Hinkley plants for shade</li> <li>• Floralberry Hypericum</li> <li>• Sweet Maroon Myrtus</li> </ul>	<b>Be Inspired:</b> Woodland Garden	<b>Grow Responsibly:</b> Right plant, right place
OCTOBER	Seasonal Garden Color	<b>Grow</b> fall color shrubs, late-season bloomers Golden/orange color Working with scale	<ul style="list-style-type: none"> <li>• Japanese Maples</li> <li>• Lilla Smoke Bush</li> <li>• Flora Berry hypericum</li> <li>• Petite Plum ninebark</li> <li>• Nandinas</li> </ul>	<b>Be Inspired:</b> Replace the Lawn	



MONROVIA®

Grow Beautifully

MOUNT EVEREST BIG BLUE CHALKSTICKS

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NOVEMBER	Gratitude for the Garden	<b>Grow:</b> <ul style="list-style-type: none"> <li>• Succulents that change color</li> <li>• Woody herbs</li> <li>• Evergreen easy care conifers and shrubs</li> <li>• Plants to move indoors</li> </ul>	<ul style="list-style-type: none"> <li>• Succulents</li> <li>• Sunny Daze Laurel</li> <li>• Feelin Sunny Deodar Cedar</li> </ul>	<b>Be Inspired:</b> A Garden With Great "Bones"	<b>Grow Responsibly:</b> Don't "clean up" your garden too much – give the birds food
DECEMBER	Winter Beauty	<b>Grow:</b> <ul style="list-style-type: none"> <li>• Conifers</li> <li>• Camellias</li> <li>• Gift plants</li> <li>• 2022 Sneak peeks: Hydrangea Early Evolution</li> </ul>	<ul style="list-style-type: none"> <li>• Luxus Compact Holly</li> <li>• Dwarf Mugo Pine</li> </ul>	<b>Be Inspired:</b> Frosted gardens (a gallery of winter scenes in the garden)	Gift of Shop.Monrovia