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*FOR IMMEDIATE RELEASE*

## THE GARDEN CENTER SHOW GEARS UP FOR AN EXCITING EVENT IN 2022

The Garden Center Show organizers are planning a value-packed experience for Independent Garden Center (IGC) operators and suppliers. The dates of the show will be August 9-11, 2022, and it will be held at the Wisconsin Center in downtown Milwaukee, Wisconsin.

To help build that excitement and bring the IGC community together, the Garden Center Show is excited to announce its partnership with WerxMarketing, a Wisconsin-based national marketing firm with deep experience creating and promoting events. “The Garden Center Show is excited to announce the hiring of WerxMarketing as our promotional partner for the show”, said Rob Bailey, Show Director. “Through their marketing acumen and promotional expertise, we look forward to bringing IGC’s together with their current and potential vendors next August, so business gets done.”

Pandemic restrictions led to the postponement of the 2021 show, which had enjoyed enthusiastic response from attendees and exhibitors alike. Show organizers are building on that foundation to create an event that benefits and inspires the entire IGC community. All of this will begin with a new website and marketing program that will be the beginning of bringing a fresh look, feel, and even more excitement to the show.

“The Garden Center Show team were already off to a great start planning an interactive, educational, business-building event,” says Andrea Hill, CEO of Hill Management Group (parent company of WerxMarketing). “Our team is excited to jump in and help bring the IGC community together to grow businesses and strengthen relationships.”

Registration is already open for the 2022 show, and registrants are eligible for monthly giveaways, so all are encouraged to register early. Watch for more updates at <https://www.gardencentershow.com>.

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*The Garden Center Show for IGCs is a premier event for independent garden centers bringing together the brightest minds and hottest products in one place annually at the Wisconsin Center in Milwaukee, WI. It is run by SmartWork Media, whose portfolio of brands is dedicated to serving independent specialty retailers with practical knowledge-driven business information to support the success and livelihood of business owners. With the Garden Center Show, SmartWork Media extends that dedication to the independent garden centers that have expressed a desire for a trade show and educational opportunity geared precisely to their needs and business-building success.*