



## Miracle-Gro(R) Renews Partnership as the Official Rose and Flower Care Company of the Tournament of Roses(R)

September 8, 2015

### America's Gardening Expert Commits to Bringing California Grown Flowers to the Rose Parade(R) in 2016

MARYSVILLE, Ohio, Sept. 8, 2015 (GLOBE NEWSWIRE) -- The Scotts Miracle-Gro Company, home to the world's most trusted lawn and garden brands, announced that it has renewed their partnership with the Tournament of Roses®. Through this multi-year partnership, Miracle-Gro® will continue to be the Official Rose and Flower Care Company of the Tournament of Roses®.

"We are excited to extend our partnership with The Tournament of Roses," said John Sass, Vice President and General Manager of Miracle-Gro®. "The Rose Parade is more than a century old; we're honored to be a part of America's New Year Celebration® and this year help inspire gardeners to create their own adventure outside."

"Every year on January 1, magnificent floral floats make their way down Colorado Boulevard in Pasadena," said Mike Matthiessen, 2016 President of the Tournament of Roses. "The floral materials used to decorate the Rose Parade floats bring to life the visions of the float designers and builders. We are fortunate to have committed partners like Miracle-Gro who work hand-in-hand with us to ensure that the beauty of the floats endures."

The Rose Parade was created as a way to display California's year-round beautiful weather by showcasing its bounty of flowers. The annual event is a treasured tradition that attracts millions of television viewers and spectators. This year, the Miracle-Gro® float will showcase California Grown Flowers. By highlighting the beauty of local flowers and foliage, the company aims to have their 2016 float design certified as California Grown. Sponsored by the California Cut Flower Commission, the certification requires that 85 percent of the square footage covered by flowers and greens used in the design of the float is California Grown.

From San Diego to the Oregon border, more than 225 California flower farmers account for 75 percent of all domestically grown cut flowers in the United States. California grown flowers play a significant role not only in the history and beauty of the parade, but also in California's agricultural economy.

"This parade is an annual postcard-in-motion from California to the world, showcasing the most colorful crop our farmers grow," said Cdfa Secretary Karen Ross. "It is fitting that Miracle-Gro's float will feature California Grown flowers as an inspiration to gardeners and flower lovers everywhere."

"It just makes sense for Miracle-Gro to feature California Grown flowers on our float this year. They not only remind of us of the parade's origins, it puts a focus on sustainable flowers that inspire consumers to dig in and discover their own piece of Earth," said Sass.

#### **About ScottsMiracle-Gro:**

With more than \$2.8 billion in worldwide sales, The Scotts Miracle-Gro Company is the world's largest marketer of branded consumer products for lawn and garden care. The Company's brands are the most recognized in the industry. In the U.S., the Company's Scotts®, Miracle-Gro® and Ortho® brands are market-leading in their categories, as is the consumer Roundup® brand, which is marketed in North America and most of Europe exclusively by Scotts and owned by Monsanto. In the U.S., we operate Scotts LawnService®, the second largest residential lawn care service business. In Europe, the Company's brands include Weedol®, Pathclear®, Evergreen®, Levington®, Miracle-Gro®, KB®, Fertiligène® and Substral®. In 2015, the Company ranked in Forbes 100 Most Reputable Companies in America. For additional information, visit us at [www.scottsmiraclegro.com](http://www.scottsmiraclegro.com).

#### **About the California Cut Flower Commission:**

The California Cut Flower Commission (CCFC) is a state agency created in 1990 by the Legislature to advocate and promote California cut flowers and foliage farmers. For more information about California Grown flowers, visit [www.cffc.org](http://www.cffc.org).

#### **About the Tournament of Roses®**

The Tournament of Roses is a volunteer organization that annually hosts the Rose Parade®, the Rose Bowl Game® and a variety of associated events. Nine hundred thirty-five volunteer members act as ambassadors of the organization and contribute upwards of 80,000 hours of manpower each year. The 127th Rose Parade presented by Honda and themed "*Find Your Adventure*," will take place Friday, January 1, 2016, followed by the 102nd Rose Bowl Game presented by Northwestern Mutual. Learn more at [www.tournamentofroses.com](http://www.tournamentofroses.com) and on Facebook, Twitter, Instagram and YouTube.

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