



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

Proven Winners® Announces 2024 National Plants of the Year

Chosen by experts for performance and backed by a strong national marketing campaign, these iconic varieties will be in high demand next spring.

[DeKalb, IL] – [June 26, 2023] – Get the inside scoop on the hottest plants of 2024 by getting to know the Proven Winners National Plants of the Year. Each variety in the program meets rigorous standards for garden performance, versatility, iconic style and abundant availability. Best of all, they're all backed by the unmatched multimedia marketing power of Proven Winners – The Brand Gardeners Trust®.

Beginning spring 2024, Proven Winners will dedicate significant consumer marketing dollars to build excitement and demand for these varieties, so growers and retailers can be sure they'll be in high demand.

“Proven Winners’ National Plants of the Year are going to be top of mind for gardeners next spring and we couldn’t be more excited about showcasing these exciting varieties,” says Marshall Dirks, vice president of marketing. “Thanks to outstanding genetics and extensive trialing, we’re confident these varieties are some of the best options out there.”

Get to know the varieties that are sure to be next season’s bestsellers:



Supertunia Vista® Jazzberry® *Petunia*

Let's Dance Sky View® *Hydrangea*

Heart to Heart® 'Lemon Blush' *Caladium*



Annual of the Year™ – Supertunia Vista® Jazzberry® Petunia: Everything you love about Supertunia Vista® Paradise® petunia is now available in electric magenta purple with [Supertunia Vista® Jazzberry®](#). Huge, upright mounded plants are blanketed in self-cleaning flowers all season long. It takes years of development and trialing to earn a place in this elite series, so it's no wonder Supertunia Vista Jazzberry has won a whopping 42 awards. Its vivid coloring draws attention at retail, in the landscape and in containers, where the combination options are endless.

Caladium of the Year™ – Heart to Heart® 'Lemon Blush' Caladium: [Heart to Heart® 'Lemon Blush'](#) turns heads with its brightly colored leaves that feature a contrasting rose red center and wide, chartreuse margin. This fancy-leaved variety performs well in shade to part shade in containers and in the landscape where it shines as a border plant or in mass plantings. Growers will appreciate that all Heart to Heart caladium bulbs come de-eyed and painted for easy planting and consistent crops.

Perennial of the Year™ – 'Pink Profusion' Salvia nemorosa: ['Pink Profusion' perennial salvia](#) will stand apart on your benches for its pristine habit, high flower count and bright, eye-catching color. This cultivar has quickly gained traction among professional landscapers for its polished, high end look. Dark pink flowers held on darker calyxes appear multiple times per season if cut back after each round of blooms. Hardy in zones 3-8.

Hosta of the Year™ - Shadowland® 'Hudson Bay' Hosta: [Shadowland® 'Hudson Bay' Hosta](#) features showy tricolor leaves that form a large mound. Each broad, heavily textured leaf features a bright blue margin, apple green jetting and creamy white center. Over time, it matures into a very showy, large specimen with thick, slug-resistant leaves. Though this hosta is a strong grower, we recommend that growers plant all hostas in late summer to early fall the year prior to sale to yield the highest quality finished product. Hardy in zones 3-9.

Flowering Shrub of the Year™ — Wine & Spirits® Weigela florida: An update to the classic Wine & Roses® weigela, [Wine & Spirits®](#) has an even more dramatic look with dark purple foliage and crisp, white-green flowers that run all along the stems. This handsome, vigorous variety is a real showstopper at retail and in the landscape where it works well in borders and containers. Its attractive foliage extends its sales window long past the late spring bloom. Hardy in zones 4-8.

Rose of the Year™ — Oso Easy Peasy® Rosa: [Oso Easy Peasy® landscape rose](#) is an exciting new American Rose Trials for Sustainability Master rose with award-winning black spot and powdery mildew resistant foliage that won a prestigious Award of Excellence in the No Spray division from the American Rose Society. Large clusters of small, magenta pink flowers consistently appear from spring to fall with no deadheading required. Hardy in zones 4-9.

Hydrangea of the Year™ — Let's Dance Sky View® Hydrangea macrophylla x serrata: [Let's Dance Sky View® reblooming hydrangea](#) blooms reliably each year for growers and gardeners in zones 4 through 9. Its mophead blooms emerge soft blue with a honeydew green eye before maturing to a full sky blue. Growers will find that it shifts easily from pink to blue. This durable hydrangea conserves its old wood buds in the face of weather challenges and continuously creates new flowers, resulting in a long sales window. Its compact growth presents beautifully in containers for retail sale. Hardy in zones 4-9.



Landscape Shrub of the Year™ — Fizzy Mizzy® *Itea virginica*: [Fizzy Mizzy® sweetspire](#) stands up and stands out at retail with its abundant, bright white flower spikes that carry a light, fragrance which attracts pollinators. Its early summer bloom time helps bridge the gap between seasons, while its attractive dark green foliage brings interest throughout the rest of the season. As one of the most shade-tolerant flowering shrubs available, you can use this attractive shrub to build your shade lineup. Hardy in zones 5-9.

Landscape Perennial of the Year™ — ‘Storm Cloud’ *Amsonia tabernaemontana*: We are proud to introduce this new category to our National Plant of the Year program for 2024. [‘Storm Cloud’ Amsonia](#) was an easy inaugural pick given its proven, rock-solid landscape performance. Exhibiting excellent heat and humidity tolerance, this native cultivar performs well for both northern and southern growers in zones 4-9. Periwinkle, star-shaped flowers top the olive-green foliage which is accented by silver veins. This cultivar is uniquely striking and especially easy to sell early in the spring when its new stems emerge near black in color.

Learn more about all of our 2024 National Plants of the Year at provenwinners.com/2024_National_Plants#NPOY

Pre-book 2024 National Plant of the Year liners through your preferred broker or find a Proven Winners propagator at provenwinners.com/professionals/contact-us. For finished product, find a wholesaler at provenwinners.com/professionals/growers/locate.

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About Proven Winners®

Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, and houseplants to the market through a network of top propagators. It combines extensive experience, innovative thinking, and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at provenwinners.com.

For high-resolution photos, visit <https://brandfolder.com/s/mqfnsgqfr4b29gc62zpr>