



## **NEWS RELEASE**

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**For Immediate Release**

### **New Cercis on the Runway**

**Santa Barbara, California, November 3, 2010** – Two new exciting Redbuds will be showcased on the runway at the “Sweet Melissa Fashion Show” on Sunday, Jan. 9, 2011, at the National Green Centre in St. Louis.

PlantHaven, Inc. represent the new Cercis varieties and are supporting Honey Creek Nursery who have entered Cercis '**Merlot**' and '**Ruby Falls**' in the Fashion Show. The new Cercis are from a 10-year ongoing breeding program by Dr Dennis Werner of NC State University. Cercis '**Merlot**' has outstanding glossy purple foliage and a tight dense habit and is the perfect tree for smaller yards. It has proven to be more heat and drought tolerant than C. 'Forest Pansy' making it a perfect choice for the southern United States. '**Merlot**' was selected as a 2010 new plant introduction in American Nurseryman and Cercis '**Ruby Falls**' is this year's contender. '**Ruby Falls**' has large heart shaped purple foliage. Breakthrough breeding has produced the first purple redbud developed with a unique weeping habit. It is the perfect weeping tree for smaller yards and also suitable for large patio containers.

The “Sweet Melissa Fashion Show” is a benefit for the Sweet Melissa fund which helps lung transplant recipients. American Nurseryman will help support the show which is hosted by Dr. Michael and Bonnie Dirr, and will feature the hottest new plants for 2011. This will involve professional models, a professional fashion show

coordinator, runway, lights and music. Following the show, the plants will be auctioned off in a silent auction benefitting the Sweet Melissa Fund.

For more information on the new Cercis, please contact Keith Manbeck at 805-569-0502 or email [keith.manbeck@planthaven.com](mailto:keith.manbeck@planthaven.com).