

NEWS RELEASE

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For Immediate Release

Gaillardia ‘Fanfare Blaze’ Ignites Attention

Santa Barbara, California, June 13, 2011 – Gaillardia ‘Fanfare Blaze’ is the first in the new Fanfare breeding program from the UK, and has all the standout features from the team who brought you the benchmark selection Gaillardia ‘Fanfare’ – unique pinwheel blooms, compact tight habit, and exceptionally long flowering period from Early spring– fall. It is also Zone 5 hardy. ‘Fanfare Blaze’ brings all this plus the new color palette to the garden with unique blooms in warm burnt orange tones. A real sun lover, it is drought tolerant once established. It has unsurpassed performance in containers, beds, borders. A sure star of the future!

Trial sites around the world are reporting incredible powerful performance from ‘Fanfare Blaze’. One plug gives a totally filled 2-gallon, with plants making enormous amounts of buds.

Here our California garden trials the fall planted crops are now 1 yard across and smothered with blooms. “This plant is amazing”!!

For more information, please contact PlantHaven®, Inc. at (805) 569-9179, or email: new.plants@planthaven.com. Visit our website at: <http://www.planthaven.com/>



Gaillardia ‘Fanfare Blaze’