



JAVELIN FORTE™ DEEP PURPLE SPANISH LAVENDER

2025 Content Calendar

MONTH	THEME	MAJOR ACTIVITIES & MILESTONES	PLANTS MAY INCLUDE	GARDEN CENTER TOOLS
JANUARY	New Year, New Garden	Launch New Year, New Garden campaign on website, email and social	Newest varieties, first to market: hydrangeas, exclusive roses	New Displays, New Assets for spring marketing (hydrangeas and others)
		Plants for Winter Interest Indoors and Out: Houseplants, Valentine's Day gift plants, Camellias	Camellias, houseplants, ferns, boxwood	
FEBRUARY	Early Bloomers	Promotion of Winter Bloomers, Early Bloomers	Camellias, Pieris, hollies, hellebores, Black Tulip® Magnolia, flowering cherry, lilac	Camellia, Lilac, Pieris Posters
		Shades of Beautiful: Top 10 Color Palettes for Spring 2025	Hydrangeas, roses, coneflowers, and others	Shades of Beautiful Guide
MARCH	Spring Garden Planning	Promote Landscape Design Guides and diversity of Monrovia plants for all your landscape needs	Upright conifers, evergreen shrubs for hedges	Advertising Assets, Landscape Design Guides
		Ad Campaigns featuring hydrangeas, roses, lavender, coneflowers begin running at start of spring planting season through 5/31	Hydrangeas, roses, rhododendrons, early shipping color, deciduous shrubs	Advertising Assets Available for use
APRIL	Hummingbirds	Launch Hummingbird promotion now through summer	Plants for hummingbirds: Colorburst™ Cape Fuchsia, Agastache, Harlequin™ Beardtongue, hesperaloe	Hummingbird Display with Poster + Bee a Winner toolkit for participating garden centers
	Lush Spring Color	Promote Lush Spring Color across all channels. Email campaign focused on spring color in the garden.	Hydrangeas, roses, sun-loving perennials, peonies, clematis, azaleas	Lush Spring Color
		Promote pink and pastel blooms for Easter	Azaleas, callas, peonies, other perennials, hydrangeas	Posters for various spring plants
		Promote Best Roses for Containers	Exclusive roses for containers	Best Roses for Containers Poster
		Bee a Winner program AL, AZ, GA, LA, MS, NM, TX (4/21-5/5)		
MAY continued on back	Garden of Abundance	Launch Garden of Abundance: mix of flowering shrubs and edibles, targeting Mother's Day shoppers. Website, email and social campaign	Hydrangeas + blueberries, roses + herbs, exclusive roses, lavenders	Garden of Abundance Poster, plus posters showing edibles, flowering shrubs
		Promote roses and hydrangeas for Mother's Day	Best roses and hydrangeas for Mom	Roses and Hydrangea Posters



GRACE N' GRIT™ RED SHRUB ROSE

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MAY <small>continued from front</small>	Garden of Abundance	Lavender week 5/12-5/19	Lavenders	Lavender Posters
		Bee a Winner Program National 5/18-6/2	Salvia, lavender, coneflower, beardtongue, gaura	Bee a Winner Poster and Program
JUNE	Summer Heat Resilience	Focus on pollinators, heat-tolerant plants and summer blooms	Coneflower, bougainvillea, SunBelievable®, spirea, jasmine	Heat-Resilient Posters
		Panicle Hydrangeas	Panicle Hydrangeas	Panicle Hydrangea Posters
JULY	Carefree Gardening	Plants that add a tropical touch to your garden, bright colors for containers	Cannas, mandevilla, sedums, crape myrtles, lantana, hibiscus	Tropical Posters Good Bugs Program and Mandevilla Posters
AUGUST	Late Summer Color in the Garden	Pre-fall campaign featuring transition plants (late summer perennials, ornamental grasses).	Grasses, late summer color of all kinds, late harvest edibles (olive, pomegranate, apple), sedum	Modern Meadow, Late Summer Color, Grasses Posters
		Launch fall planting campaign with webinar on 8/27/25		
SEPTEMBER	Fall Gardening	Fall's best trees and shrubs	Viburnum, FloralBerry® St. John's Wort, coneflower, warmer climate perennials and succulents: lavender, lantana, agave	Fall's Best Shrubs and Trees Banner
		Sneak Peek at new plants for spring 2026	New plants for 2026	
OCTOBER	Fall Foliage and Halloween Outdoor Décor	Launch Halloween themed outdoor décor inspiration (containers, dark plants, spooky trees)	Cotinus, heuchera, nine bark, pyracantha, cordyline, spooky begonias, Orangena™ Vaccinium	Fall Foliage Poster and Halloween Décor
		Monrovia recommended: trees to plant now	Japanese maples, redbud, ginkgo	
NOVEMBER	Quiet Time in the Garden	Launch Green and Gold theme	Upright conifers, golden hues: arborvitae	Holiday Posters and Wraps
		Bird-friendly gardening	Snowberry, viburnum, hollies, juniper, dogwood, crape myrtle	Bird-Friendly Posters
DECEMBER	Favorite plants from 2025/Gift and Décor	Holiday gifts and décor	Spruce, arborvitae, hollies, juniper, camellias, rosemary, Little Ragu® Sweet Bay, Gold Coast® Pittosporum	Great Gift Plants