

2024 Content Calendar

MONTH	OVERALL THEME	PLANT CATEGORIES HIGHLIGHTED ESPECIALLY ACROSS ALL MARKETING (BLOG, EMAIL, SOCIAL)	SPECIFIC PLANTS MAY INCLUDE...	DESIGN LESSONS/ SOLUTIONS AND BLOG AND SOCIAL	SPECIAL PROMOTIONS
JANUARY	New Year, New Garden	2024 New and Rare Plants Houseplants Camellias Succulents	Distinctive Selection Plants 2024 Alocasia Regal Shields Seaside Serenade® Kitty Hawk, Newport, and Glacier Bay Hydrangeas Swan Lake® Mock Orange Eau De Parfum™ Seaside Swirl™ Rugosa, and Heavenly Ascent™ Climbing Roses Tectonic™ Begonias See You Tomorrow! Daylily	Be Inspired: Monrovia's 2024 Garden Awards Top New and Rare Plants for 2024	New for 2024 Plant Promo Distinctive Selections Digital guide MANTS TPIE Shop Monrovia Valentine's Day Promo to IGCs
FEBRUARY	Spring Garden Planning	Early-flowering trees, shrubs, and perennials Houseplants Sweet box Witch hazel Hellebores Daphne Loropetulum	Ice N' Roses® Hellebores Banana Split® Daphne Springshine™ Forsythia Cercis: Forest Pansy, Oklahoma, Vanilla Twist, Avondale	Be Inspired: Romantic Garden Design Crape myrtle care guide Garden style trends	Shop.Monrovia promotions begin Valentine's Day promos Dormant Peonies promo to IGCs Digital Guide: The New Front Yard (3 Trends, 3 plans)
MARCH	Spring Color Trends	Early-flowering trees, shrubs, and perennials Lilac Sand Cherry Cherry Laurel Dianthus Osmanthus Rhododendrons Potentilla	Little Darling® Lilac Sparkler® Viburnum American Pie® Berry à la Mode Dianthus Bountiful Delight™ Blueberries Buttons 'N Bows® Charm Fringe Flower Darkstar® Sand Cherry Volcano Cherry Laurel Double Shot® Azalea Crownshine™ Osmanthus	Be Inspired: Using Color in the Garden Flowering shrubs for curb appeal Peony care guide	Digital guide: Shades of Beautiful Camp Monrovia in California Easter/Spring holidays Distinctive Selections Instagram giveaway

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APRIL	Spring Makeovers: Big and Small	Calla Lilies Heuchera Compact Roses Spirea Clematis Physocarpus Peony (starting to emerge) Lilac Cordyline	Roses: Nitty Gritty, [™] Grace N' Grit, [™] Seaside Swirl, [™] Itsy Bitsy [®] Ninja Star Toad Lily Bottle Pop [™] Neon Pink Callistemon Raspberry Lemonade [™] physocarpus Little Giant Hesperaloe Little Ollie [®] Olive Spirea: Butterscotch Baby, Lil Flirt, Lil Sizzle, [®] Walberton's [®] Plumtastic Captain Calla Lilies	Be Inspired: Small projects for big curb appeal Lavender care guide How to prune roses	Digital Guide: Weekend Projects (3 trends, 3 plans) Grow Confidently: Roses Grow Confidently: Lavender Arbor Day (April 26th)
MAY	Welcoming Spaces	Roses Hydrangeas Carex and other grasses Buddleja Lavender Salvia Edible plants Weigela Daylily	Joey Ptilotus Jazzy Jewel [®] Hibiscus Seaside Serenade [®] Hydrangeas Colorita [®] Alstroemeria Skye [™] Daylily Sunvilla [™] Mandevilla Indigo Pearl Phormium Edibles: Fignomenal [®] Dwarf fig, Sweet 'n Solo [™] and Kiwi Magic [™] Kiwi; Zestful [™] grapes Coco Chill [®] Weigela SunBelievable [™] sunflower Buddleja: Cranrazz, True Blue, Summer Sips [®] Sangria	Be Inspired: Welcoming entry designs Bougainvillea care guide Vacation-proof containers Edibles in containers	Digital Guide: Summer-ize Your Garden (3 Trends, 3 Plans) Special Collections Promotion (Hydrangeas/ Roses) Grow Confidently: Hydrangeas Grow Confidently: Bougainvillea Mother's Day (May 12th)



MONROVIA®

Grow Beautifully

RUBY TUESDAY HEUCHERA

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JUNE	Pollinators and Friends	Plants for pollinators, hummingbirds and butterflies Salvia Agastache Asclepias Cape Fuchsia Coreopsis Penstemon Sedum 1st harvests: Fig, grapes, blackberries	Lantana: Fiesta™, Casablanca®, Purple Potion® New Salvia: Pink Nebula and Dark Matter Agapanthus: Bridal Veil™, Purple Potion®, Baby Pete Echinacea: Evolution™, Fresco®, Moab Sunset, Panama™ Red Mishmi Fire™ Gingerlily Agastache: Pink Pearl, Kudos Joey Ptilotus Harlequin™ Penstemon	Be Inspired: How to add perennial edibles for an abundant landscape Coneflower Care Guide Gardening for birds and hummingbirds	National Pollinator Month Digital Guide: Re-Release Habitat Guide Bee-A-Winner Campaign Grow Confidently: Coneflower Father's Day (June 16th) 4th of July entertaining prep
JULY	Lazy Days of Summer	Heat- and drought-tolerant plants Long-or late-blooming perennials/shrubs Panicle hydrangeas Coneflowers Salvia Lantana Tropicals	Mickie Rock Rose Colorburst™ Cape Fuchsia Mangave: Red Wings, Navajo Princess, Silver Fox Hydrangea paniculata: Candy Apple™, Strawberry Shake™, Razzleberry™, Early Evolution Vim Slim™ Callistem Head Over Heels® Hibiscus Gold Star™ Tecoma Leucanthemum: Shortstop™, Lemon Puff™ Evolution™ Sedum Royal Hawaiian® Colocasia	Be Inspired: Upscale relaxation with pool/water feature Beneficial insects Cold-hardy tropical plants	Bug Month Beneficial Insects and Responsible IPM 4th of July Cultivate
AUGUST	Lazy Days of Summer	Edibles to harvest now Herbs Heuchera Coneflower Rudbeckia Caryopteris Long- or late-blooming perennials/shrubs Firewise plants Dan Hinkley Houseplants	La Barbe Bleue™ Bluebeard SunBelievable™ Helianthus Rudbeckia: American Gold Rush, Early Bird Gold Gloriosa, Goldsturm, Little Goldstar Heuchera: Sirens' Song™, Ruby Tuesday, Red Lighting, Sienna Sunrise®, Balboa Sunset® Lantana: Fiesta™, Casablanca®, Purple Potion Edibles: Avocado: Fuerte, Hass, Lamb Hass, Sir Prize; Angel Red® Pomegranate; Zestful™ grapes	Be Inspired: Waterside garden (wet soil) Fall refresh: Late-season plant combos Care guide: Hosta Container combos for shade	Shrub sale promo Back to School Houseplants Customer webinar FarWest

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SEPTEMBER	The Art of Fall Planting	Shrubs/Trees Grasses Late-season color Hypericum Houseplants – plants to bring indoors	Smoke Signal Little Bluestem Blackhawks Big Bluestem Prairie Dog Switch Grass Lumen Gold™ Fountain Grass Emerald Boxer Ilex Crownshine™ Osmanthus Gold Coast® Pittosporum Tectonic™ Begonias, Ninetta Begonia Jurassic™ Ferns Luxus® Compact Japanese Holly FloralBerry® Hypericum	Be Inspired: Structure in the garden Grasses: Cool and warm season grasses Trialing process with Fela and Georgia	Digital Guide: Structure in the Garden 2025 Trends Report Holiday program kickoff
OCTOBER	Autumnal Color	Fall color shrubs, late-season bloomers Small trees Japanese Maples Grasses Golden/orange color Dark foliage plants Houseplants	Sweetmaroon™ Myrtle Azalea Little John Thuja: Fire Chief, Golden Child Orangena™ Vaccinium Japanese Maples Camellia: Nuccio's Bella Rosa, Vestito Rooso Lilla Smoke Bush Nandina Tuscan Flame Physocarpus: Little Joker®, Angel®, Raspberry Lemonade™, Darkstar®	Be Inspired: Vibrant fall garden Fall/Halloween palettes Care guide: Japanese Maples	Halloween Holiday Shop Holiday Displays
NOVEMBER & DECEMBER	Holiday Inspiration and Year-End Wrap-Up	Bright conifers and shrubs Pinus Thuja Picea Ilex Juniper Camellias Houseplants Rosemary Holiday Plants	Purity Pieris Gold Coast® Pittosporum Icee Blue® Podocarpus Guardian® Indigo Cypress Symphony™ Snowberry Mountain Pepper ReJoyce Coast Leucothoe Jade Waves™ Fernspray False Cypress Little Ragu® Sweet Bay	Plants as gifts and holiday decor Plants for winter interest Topiaries	Holiday program Holiday shop EGift Cards Thank you letters and gifts to customers, partners, and consumers