

FOR IMMEDIATE RELEASE

March 26, 2024

**OPENING DAY ANNOUNCED AS WEDNESDAY 4/17 FOR MHS'S SECOND ANNUAL TULIP MANIA!**

**WELLESLEY, MA** — We are thrilled to announce the return of our successful Tulip Mania festival for its second year. The festival officially opens Wednesday, April 17, and timed tickets are available for purchase at [www.masshort.org/tulip-mania](http://www.masshort.org/tulip-mania).

The inaugural launch of Tulip Mania in April 2023 drew thousands of visitors to the Garden at Elm Bank, showcasing a stunning array of 50,000 hand-planted tulips in the beds of our Trial Garden. President & Executive Director James Hearsom said “there is a primeval joyful response to overwhelming beauty that has transformational power and there is something about a field of flowers in full bloom that never fails to draw this out of us. We want to help our guests create these uplifting moments with us and with their families – these are the moments that we remember and cherish forever, and that we can take home in a bouquet of blooms.”

Building on the success of last year's Tulip Mania, we have expanded this year's display to also feature tulip plantings in the lower garden field, introducing an exciting pick-your-own element to the event. To protect the blooms in these new flower fields, we have installed deer protection around this expansion of the garden area. This expanded display appeals to a new audience who may not be familiar with the joys of gardening but are coming to enjoy the beauty and excitement of large-scale floral display. We welcome all to experience better, healthier and happier lives through horticulture.

Throughout the festival, guests can register for various classes and workshops, including 'Intro to Tulip Ikebana,' 'Tulip Flower Arrangement,' and 'Little Sprouts'—a new monthly youth education program. The MHS Spring Plant Sale and Showcase will take place on the weekend of April 20-21, featuring plants for sale and an ikebana showcase by Sogetsu MA. This event is included with admission.

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**About Massachusetts Horticultural Society**



Massachusetts Horticultural Society seeks to help people change their lives and communities for the better through growing plants together. MHS disseminates information on horticulture and related sciences through its Library, educational programming, exhibitions and community outreach initiatives. Through these, MHS seeks to engage guests with the importance of plants, gardens and natural landscapes in their lives and help them to become active growers and gardeners themselves. As America's first established horticultural society, MHS has been practicing horticulture 'for the public good' since 1829.