



## Press Release

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For Immediate Release

Contact: Chris Walden Hughes, Communications & Marketing Manager, Ferndale DDA  
248-546-1632 (office) 248-761-1134 (cell) [chughes@downtownferndale.com](mailto:chughes@downtownferndale.com)

### **Flower Fest For Public**

## **“Pimp Your Pot” Nurtures Creativity Downtown**

Ferndale, Michigan -- Downtown Ferndale’s summer beautification program taps into a trendy vernacular, inviting downtown merchants to “pimp” a pot and pack it with flowers in a unified effort to add greenery to downtown sidewalks.

“Pimp Your Pot,” an initiative of the Ferndale Downtown Development Authority’s Design Committee, taps into the creativity of the district’s spirited entrepreneurs. Businesses are encouraged to use their imagination to recycle containers into individual works of art and to fill them with their favorite foliage.

“Our downtown merchants introduce an artistic element to most everything they do – whether it is a window display or the merchandise they sell,” said Stacey Tobar, chairperson of the design committee. “This is an opportunity to take it to the streets and put their personality out front.”

In addition to enhancing Downtown Ferndale’s walkable ambiance, Pimp Your Pot also provides residents an opportunity to join in the fun at a Flower Fest from 9 am to Noon, Saturday, May 30 at Schiffer Park, Planavon & West Nine Mile Rd.

The Flower Fest includes an organic gardening demo by Rent-A-Farmer, A How-to on Planting a Pot by Blumz by JRDesigns, a Kid's Corner with mini-pots to decorate, plant and take home, and a seed and perennial exchange. Awards will also be made to participating merchants for the following:

- Best in Show
- Best Look A Like
- Bling Bling
- Ferndale Spirit Award
- Triple R Award (recycled, reused, redesigned)
- The "Secret" Award

Sponsors for the event are B&L Landscaping, Full Bloom Sponsor; Worry Free, Inc. and Four Seasons Garden Center, Growing Sponsors. Pots will be placed in front of businesses by noon, Friday, May 29<sup>th</sup> and will remain in place throughout the summer.

For more information on Pimp Your Pot & Flower Fest, please contact DDA Executive Director Cristina Sheppard-Decius at 248-546-1632. The Ferndale DDA manages and markets the Downtown Ferndale business district, which includes Nine Mile between Paxton and Pinecrest and Woodward Avenue from Marshall to Oakridge.