



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION



For more information or high res images, please contact:
Peggy Anne Montgomery
peggyanne@gardenmediagroup.com
610-444-3040

#ILoveLiliesChallenge Celebrates the Stunning Flower Throughout June

Netflix's Sarah Campbell to Give Away Designer Lily Bouquet and Private Design Class

(June 2021) – A month-long celebration of lilies has kicked off with a #ILoveLiliesChallenge floral design contest on social media. Starting June 1, enthusiasts of all levels have a chance to win a designer bouquet of 50 lily stems plus a private one-on-one design class with Netflix's Sarah Campbell of [Intrigue Designs](#).

U.S. lily growers, together with their European suppliers of the flower bulbs, have organized the #ILoveLiliesChallenge to celebrate the beauty of lilies. Lilies are known for their bright, bold colors, fragrance, and ability to bring a smile to our faces. In addition, they are effortless to arrange and last for weeks in a vase.

Campbell, a world-renowned floral designer, will share 17 videos showing how to arrange lilies into simple yet gorgeous arrangements. You can find these videos on Facebook at [Flowerbulbs.com](#), Instagram at [Flowerbulbsdotcom](#), and Intrigues Designs' social media channels by using #ILoveLiliesChallenge. Campbell appeared on Netflix's "The Big Flower Fight," and her installations have been featured on NBC, ABC, The Knot, and Martha Stewart Living.

"We couldn't be more thrilled to have Campbell host this challenge and give a private design class to the winner," says Peggy Anne Montgomery from Garden Media Group on behalf of the lily growers. "She is a world-class designer with infectious energy and amazing talent to share."

In addition to Campbell, ten other world-class floral designers will participate in the celebration. See their creations by searching #ILoveLiliesChallenge on Facebook, Instagram, and TikTok.

Do you love lilies? Then join in the fun this month!

To enter, purchase a bouquet of lilies from the local store or floral shop and design a bouquet to share with a friend or loved one. Document and post the design on Facebook, Instagram, or TikTok using the hashtag #ILoveLiliesChallenge between June 1 - 30, 2021. Multiple entries will be accepted. The winner to be announced on July 1, 2021.

Look for more inspiration on Facebook at [Flowerbulbs.com](#), Instagram at [Flowerbulbsdotcom](#) and [FlowerBulbsMakeYouBloom](#), and [Intrigue Designs'](#) social media channels.

This campaign is financed with aid from the European Union.



Garden Media Group specializes in the home, garden, horticulture, outdoor-living, lawn and landscape industries. They offer innovative PR campaigns designed to secure top media placements and partnerships with traditional and social media. For gardening tips, new product announcements, and PR and marketing tips, visit www.gardenmediagroup.com.

Disclaimer Text - The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) do not accept any responsibility for any use that may be made of the information it contains.