

FAMILY FUN MONTH



August is the month of family get-togethers and quality outdoor time. Find out how you can benefit from it.

By Carrie Burns



Photo courtesy of Joy Stirling Images

August — the kids go back to school, the weather will start getting colder, the days will start getting shorter; families will be rushing to get in some quality time with each other before fall rolls around. What better time to have Family Fun Month? And according to several recent surveys, family time is more important to people than ever before. In a nationwide survey in June 2001, The Harris Poll telephoned 1,011 adults to ask, “What are your two or three most favorite leisure-time activities?” Spending time with family was the third most popular response, and gardening was the fifth most popular

response. It just goes to show that people value their families and want to be with them as often as possible.

Okay, enough with the mushy stuff — how can this benefit your business? Connect those two popular responses from the survey, and you could have a winning combination. August is the month to promote...well...anything that can be included in family activities. Here are just a few ideas:

Birding. Birding doesn't have to be a one-person activity. It's an easy hobby to children include in. Set out your birding merchandise — birdhouses, birdfeed, books on birds, etc. — with signage promoting birding as a family activity.

Plants, Pots, Soil, Etc. Families can and do spend all day in their gardens. Set out your planters, garden gloves (all sizes), garden tools, soils and especially plant material. Put together a few mixed containers to give them some ideas, and don't forget the children's merchandise to wrap up the family message.

Children's Tools. Nothing says family like children. If children are in your garden center (see page 38 for making your store children friendly) and see products in their sizes, shapes and colors, they will most likely bring mom to the display where she will find more for the whole family.

AND MOST IMPORTANTLY

You know the drill — this promotion won't work if you don't have the proper signage. Make sure the “August Is Family Fun Month” sign is big enough to catch the customer's attention. Ask local associations and organizations for flyers of family events scheduled around your area such as festivals, carnivals or shows and include these with your displays. You can set up your display in any way or with any theme you want. Just make sure the message is clear: Gardening is fun for the whole family. 🌱

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Children's sets

Miracle-Gro Gardening Sets for Kids introduce children to gardening. This new Miracle-Gro licensed product line consists of 10 items at various price points and will be available for spring-summer 2004 with additional products on the drawing board for 2005. Broadway Gardens Co., a division of Broadway Toys, Inc. (212) 924-1212. **Write in 1420**

Accent rock

The "Welcome to Our Cabin" garden accent rock features a detailed illustration of a rustic cabin scene and can help to provide a personal touch to a vacation home or garden. It is just one of the many new items in a large line, including statuary and benches for the garden, personalized stones and memorials, and the "Great Thoughts on Little Rocks" series. All products are made of weatherproof cast stone and can be displayed both indoors and out. Kay Berry (800) 426-1932. **Write in 1427**



Out-building

Visscher Specialty Products' new Cottage Series of cottages and cabins is an ideal solution for extra outdoor living space, storage or playhouses. Some units include a porch or a loft capable of accommodating an entire family. The construction method consists of tongue-and-groove pine and interlocking corners with the "ready rod" system, which eliminates nailing or screwing of walls. Visscher Specialty Products. (877) 795-7423. **Write in 1419** ▶



Gloves

Foxgloves are the ultimate glove for dexterity, comfort and durability. The breathable snug fit protects hands and wrists without compromising movement. Whether they are being used for gardening, hiking, birding or dog walking, these gloves are perfect for all outdoor activities. Foxgloves. (888) 322-4450. **Write in 1429**



Tea lights

These 4-inch diameter outdoor tea lights will burn 4-5 hours with a vibrant, open flame, even in winter snows, summer drizzles and winds up to 30 mph. Metal tin with wooden wicks is virtually impervious to weather conditions. Bronze tin has citronella added to neutral wax, and silver tin's wax is neutral unscented. Three per box with accessories also available. Dorothy Biddle Service. (570) 226-3239. **Write in 1426**