



FOR IMMEDIATE RELEASE

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Celebration® and Medallion™ Maples – *Acer x freemanii* ‘Celzam’ PP 7279 and *Acer platanoides* ‘Medzam’

CAN YOU SAY VIRTUALLY SEEDLESS?

MADISON, OH – July 3, 2012 – Two new maple cultivars have hit the market that are virtually seedless – Celebration® and Medallion™. Being seedless is only one of many superior attributes of these trees. Both trees help save home owners dollars on costly maintenance expenses and are hardy to USDA Zone 4.

Celebration® is a *freemanii*; a cross between a red and silver maple. It has strong crotch angles and limbs which are inwardly cupped to withstand wind, ice and storms with no shattering. It was one of two trees varieties not to shatter in Rochester, NY during the massive ice storm of 1991 and the 2006 early, wet snow storm in Buffalo, NY.

Because Celebration® is grown on its own root stock, it produces a more fibrous root system. The benefit to the homeowner is no root upheaval to cause sidewalk damage. It has a distinct pyramidal form, disease resistant and performs beautifully during the dog days of summer. Autumn color begins in October with red and gold hues varying depending on the weather and soil conditions.

Medallion™ is a compact, broad, rounded Norway Maple selection. In the spring its light green foliage is tipped bronze. Its thick, lustrous leaves stay good looking all summer long and become red and gold in the fall. Like Celebration®, Medallion™ is virtually seedless and tolerates heat, drought and urban pollution.

About LCN Selections

LCN Selections is the patent and trademark division of Lake County Nursery. This collection of plants was originally started by Jim Zampini in 1977 with his first patent on Weeping Candied Apple™ crabapple. He grew the portfolio to its present state of over 200 new plant introductions. A network of licensed growers across the United States, Canada, Australia and Europe offer LCN Selections as finished product and in liner sizes.

About UpShoot

UpShoot LLC is a ‘total plant breeder communication provider’ offering expert sales, licensing and marketing of new plant introductions to North America and Canada. UpShoot provides a wide range of services including new plant research and development, writing plant patents and licensing agreements for growers and breeders, and marketing services to promote new plants to licensed growers, retailers and consumers. For further information, please contact Maria Zampini at 440-812-4059 or 4064.

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