



## FOR IMMEDIATE RELEASE

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### Snow Fountains® Weeping Cherry – *Prunus x 'Snofozam'*

## Snow Fountains Weeping Cherry – A QUICK CHANGE ARTIST

MADISON, OH – May 2, 2012 – Snow Fountains® weeping cherry has cascading branches covered in single white flowers in the spring giving the appearance of a fountain of snow. It has lush, dark green foliage which turns lovely hues of orange, gold and red in the fall. Take into account its unique winter silhouette and you have the ultimate ‘four seasons of beauty’ tree. What truly makes Snow Fountains® unparalleled is the number of ways the tree can be utilized in the landscape. There are three recommended methods of propagation - grafting, budding and summer mist cutting. Within each method there are several styles this cherry tree can be fashioned including:

**Top Grafted** for a tailored umbrella type shape. On top of a serrula to add a cinnamon colored exfoliating bark trunk. Consider leaving branches uncut so they rain down and run along the ground to form a ground cover. Train on an arbor.

**Bottom Budded** for a cascading, waterfall effect with weeping branches along trunk or train into serpentine shape.

**Summer Mist Rooted Cuttings** if left uncut, they can be trained to cascade over a wall, be used as a ground cover, trained on a trellis or espaliered to increase value and profit margin in a retail garden center.

Snow Fountains® cherry trees are heat and drought tolerant. It requires little or no maintenance to keep its form and beauty. A USDA Zone 4 tree, Snow Fountains® is the ‘ultimate’ in ornamental flowering trees.

### **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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