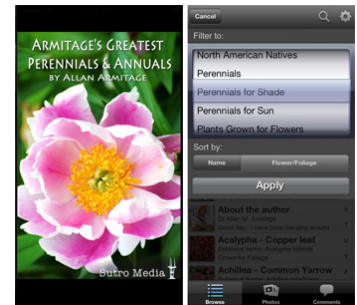




## For Immediate Release

**Name:** Maria Zampini  
**Company:** UpShoot LLC  
**Address:** 5010 South Ridge Road Madison, Ohio 44057  
**Cell:** 440.812.3249 | Office: 440.259.4059  
**Fax:** 440.357.7676  
**Email:** [maria@upshoothort.com](mailto:maria@upshoothort.com)  
**Website:** [www.upshoothort.com](http://www.upshoothort.com)



## Flower Power at Your Fingertips!

### New! Armitage's Greatest Perennials & Annuals Mobile App

**Madison, OH (March 5, 2014)** - World famous Dr. Allan Armitage has developed a new gardening app for Android and iPhone platforms. Armitage's Greatest Perennials & Annuals app spans the gap between the horticultural industry and consumers.

Dr. Armitage selects his favorite annuals and perennials, letting readers know why he chose them and provides hints for success in the home landscape. iPhone users can filter annuals or perennials and select sun, shade or USDA zones. A unique and popular feature is the deer browsing rating for all plants. Numerous photos and videos supplement the plant-specific information.

### Even the Experts Agree



"Having Allan Armitage's app on **Greatest Perennials and Annuals** is the next best thing to having Allan personally by my side (or yours)," said Joe Lamp'I, Executive Producer & Host: [Growing a Greener World®](http://www.growingagreenerworld.com)

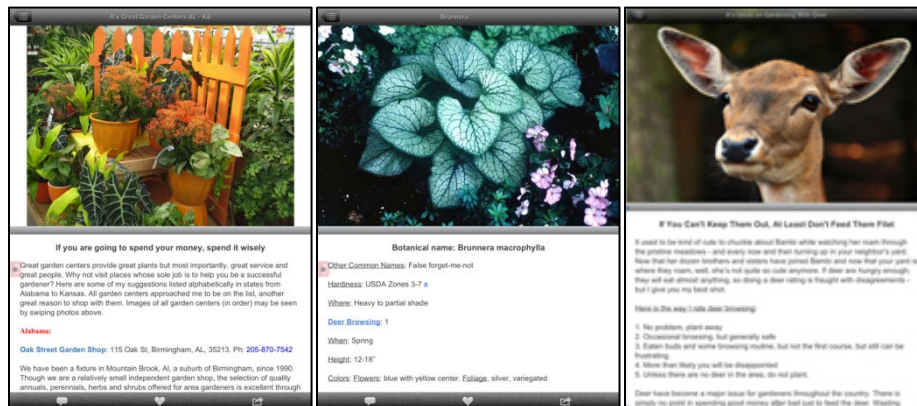
"If you're a fan of Armitage, you won't be disappointed by this app. His voice is evident all throughout this handy resource. More than just a database of plant information (which alone would be worth it), there's a listing of great garden centers around the country, Allan's tips for deer control, video links, Armitage words of wisdom and plenty of opportunity to leave comments or ask questions. Don't be surprised if you even get a personal reply from Dr. Armitage! One of my favorite and must-have apps for any gardener!"



## Top 10 Reasons Gardeners Will Love This App

1. App is easy to download and available immediately to take to garden centers on plant shopping trips.
2. iPhone users search by plant type, sun, shade, flower, foliage, native and USDA climate zone.
3. Entertaining, brief instructional videos available for many plants recommended.

[\[Read More\]](#)



## IGC's – What Would We Do Without Them?!

Independent garden centers are struggling to maintain market share. The phone app features an index of independent garden centers nationwide. This can help drive plant sales as it lists where Dr. A's recommended perennials can be purchased.

## Top 10 Benefits for Nurseries and Garden Centers

1. Exclusively offered to independent garden centers that can be featured **FREE** on the app – NO box stores are listed.
2. Turns employees into educated sales people at the swipe of a screen.
3. Educational tool for perennial and annual team members – it's like taking a course on horticulture directly from Dr. Armitage. [\[Read More\]](#)



## Recognized by Industry Peers



The [NGB's](#) purpose is to educate, inspire and motivate people to increase their use of plants in homes, gardens and workplaces by being the marketing arm of the gardening industry.

Their website had this to say about the app: "Use this app to search all plants, or use the filter to search for annuals, perennials or those grown in sun, shade or for foliage or flowers.

Scroll through any plant for useful information, swipe through hundreds of photos. Add plants to your list of favorites, and email some of these to your friends or spouse so they will buy you the plant you actually are lusting after. For even more excitement, short videos by Dr. Armitage are included where he shares a few gardening hints. Have fun!"



[New England Grows](#) the largest horticultural trade show in the North East featured this app as a top technology in 2014. Anne Franks, NEG Conference Assistant commented, "This year we are recommending fifteen gardening apps to our attendees and exhibitors. [Armitage's Greatest Perennials & Annuals](#) is one of them! It was highly recommended by a number of our Founding Partner board members include:

[MA Arborists Association](#), [MA Association of Landscape Professionals](#), [MA Nursery & Landscape Association](#) and [New England Nursery Association](#)."

## Media Appearances

June is [Perennial Month](#) and a perfect time to feature Dr. A on your radio or podcast program, television show, blog event or social media platforms. He's happy to converse on favorite perennials suited for your geographic area and to introduce local listeners and viewers to his app.

[Email](#) Dr. A directly to schedule an interview now. Don't delay as his calendar always fills up quickly!

###

## About Allan Armitage



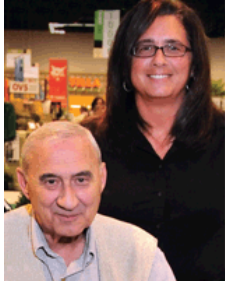
Allan M. Armitage is an Emeritus Professor of Horticulture at the University of Georgia. He teaches, conducts research and runs the University's Horticulture Gardens. Dr. Armitage travels widely as a lecturer and industry consultant. He has received numerous awards from nursery trade groups and horticultural organizations.

For more information on the app, contact Allan Armitage at:

[amarmitage@earthlink.net](mailto:amarmitage@earthlink.net), like the app [Facebook](#) page or visit [Dr. A's website](#).



## About UpShoot



UpShoot, LLC is a boutique horticulture marketing firm offering expert sales, marketing and licensing of new plant introductions and gardening-related products to licensed growers, plant breeders, retailers, garden media and consumers.

For more information, contact Maria Zampini via phone: 440-312-8249 or via email at: [maria@upshoothort.com](mailto:maria@upshoothort.com)