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MACY’S FLOWER SHOW CELEBRATES 70 YEARS OF BLOOMS WITH AMERICA THE BEAUTIFUL
SUNDAY, MARCH 20 - SUNDAY, APRIL 3, 2016

*Macy’s Union Square Welcomes Spring with its 70th Flower Show
Inspired by the Nation’s Stunning Beauty

San Francisco, CA – March 7, 2016 – Macy’s Union Square welcomes spring with its milestone 70th Macy’s Flower Show, a gift to the city of San Francisco and surrounding Bay Area, from Sunday, March 20, through Sunday, April 3, 2016. America the Beautiful, this year’s floral extravaganza, will take visitors on a road trip through America’s vast and varied landscapes, from the beauty of Martha’s Vineyard to the bright hues of the Southeast’s tropical blooms, and from the cactus-filled deserts of the Southwest to the stunning Pacific Northwest coastline.

“Our annual celebration of spring will take us on a journey through our own backyards, one that is rich with magnificent landscapes that evolve from desert to tropics and everything in between,” said Mike Gansmoe, executive producer of Macy’s Flower Show. “America the Beautiful, this year’s theme, will give spectators the incredibly unique opportunity to experience highlights of the varied natural landscapes found in our nation, all at one location, blooming in unison.”

Macy’s Union Square’s Flower Show will also showcase two weeks of in-store special events with music, fashion, cooking and DIY demonstrations that will delight floral fans while celebrating the rejuvenating power of spring. Visitors can enjoy guided tours, live music, children’s activities, and festive shopping parties, featuring the vibrant colors of the incredible exhibits. Also on display are exclusive exhibits including the Bouquet of the Day series, which features locally renowned floral designers, and a special art gallery celebrating iconic Americans by students from the Fashion Institute of Design & Merchandising (FIDM).

For 70 years, Macy’s Flower Show has delighted hundreds of thousands of floral aficionados with extravagant presentations of gardens that showcase millions of live flowers, plants and trees. Taking root throughout the stores on countertops, specially designed architecture and even full-scale auditorium presentations, Macy’s Flower Show is uniquely staged at five flagship locations nationwide—Herald Square in New York City, Center City in Philadelphia, State Street in Chicago, Downtown Minneapolis, and Union Square in San Francisco.

AMERICA THE BEAUTIFUL GARDENS, LEVEL 1

All American Garden – Geary Escalator
Welcome to this year’s centerpiece garden, featuring the gleaming torch of Lady Liberty. Her light falling upon the country from sea to shining sea, she represents the beauty and strength of the United States. Ablaze with golden flowers, the torch is surrounded by a patriotic bouquet of blooms. Surround yourself
with iconic tulips, azaleas and cherry trees as we bring new life to the symbol of hope that defines our great nation.

**Shining Northeast Shores – Jewelry / Handbags Department**
Illuminated by iconic lighthouses and framed by lush forests, the shining Northeast shores are famous for their craggy cliffs and peaceful bays. Hydrangea, rhododendron and tulips are some of the gorgeous plants that give this region its color, making their appearances after a harsh winter and thriving during the humid summer months.

**Vast Southwest – Watch Department**
Bask in the warmth of the vast Southwest, where the jewel-toned blooms of impressive cactuses dot the sun-drenched deserts. From the impressive Grand Canyon to the iconic art and architecture, this region is home to some of the nation’s most awe-inspiring sights. This inviting garden is made from pottery elements inspired by the area’s diverse population, as well as the agave, yucca, cacti and succulents that help define this picturesque corner of the country.

**Enchanting Southeast – Fragrance Department**
Welcome to the enchanting Southeast, known for its year-round balmy climate and diverse landscapes. Famous for its beautiful beaches along the Atlantic Ocean and Gulf of Mexico, this romantic region also features shadowy marsh lands, rolling plains and the legendary Appalachian mountains. We’ve recreated this entrancing region using a lush mix of cordyline, orchids and several varieties of palms.

**Pacific Northwest Wonderland – Cosmetics Department**
Delight in this garden inspired by the Pacific Northwest wonderland, which features a diverse climate ranging from snowy winters to humid summers. With bald eagles soaring overhead and Orca whales surfing the ocean waves, this corner of the country is home to some of the most iconic wildlife in the country. Ferns, Rhododendron and lush Begonias highlight the beauty of the nature you’ll see here.

**Macy’s Legendary Flower Show Windows – Stockton and O’Farrell Streets**
Stop by to see Macy’s renowned window displays showcasing America’s beautiful scenery.

**BOUQUET OF THE DAY, LEVEL 2**
In addition to serving as the official celebration for the start of the spring season, Macy’s Flower Show is also a prime showcase for some of the nation’s most renowned floral and entertaining designers. These décor wizards will bring to life the rotating Flower Show favorite—Bouquet of the Day. The one-of-kind floral creations are stunning centerpieces that interpret the theme of the show through the lens of each designer’s unique aesthetic. Always a highlight, these limited-time masterpieces will be in place at all five shows nationwide. In San Francisco, this year’s Bay Area designers include Michael Daigian Design, Cheri Mims from Lilybelle Flowers, Allison Futral from Crimson Horticulture Rareties, Soho Sakai from Sogetsu Ikebana, and Talin Tascian from Fleur de Vie.

**ICONIC AMERICANS, LEVEL 3**
For the second year, students from the Fashion Institute of Design & Merchandising (FIDM) in San Francisco will create one-of-a-kind masterpieces using recycled and alternative materials. Inspired by famous figures in American history, this gallery will be showcased near the Geary Street escalators on level three of Macy’s Union Square.

**STORE EVENT HIGHLIGHTS, ALL LEVELS**

*"Back to Basics" Floral Demo by Cheri Mims of Lillybelle*
2 p.m. | Tuesday, March 22 | Level 6, Tabletop Department
Learn essential skills in creating memorable arrangements for home or special events utilizing the bounty that fills America. From garden-picked roses to abundant succulents, learn how to work everyday items and varying botanical elements into your design.

*Meet bluebellgray Founder and Designer Fiona Douglas*
3:00 p.m. | Wednesday, March 23 | Level 6, Bedding Department
Bluebellgray founder and designer Fiona Douglas will share her inspiration and demonstrate the art of creating her incredible watercolor patterns. She will paint a one-of-a-kind watercolor print as a special gift with any bluebellgray purchase.

"Blooming Plants" Floral Demo by Baylor Chapman of Lila B. Design
2 p.m. | Thursday, March 24 | Level 6, Tabletop Department
Join designer and author Baylor Chapman of Lila B. to learn botanical styling tricks and plant care tips to create lush flower arrangements. Unveiling hip plants in both easy-breezy to more complex combinations, learn that sometimes it only takes a few simple steps to create knockout living home decor.

Music Fest Style Sesh Shopping Party
6 p.m. | Thursday, March 24 | Level 3, Impulse Department
Check out the fashion presentation on festival dressing, shop the must-have looks of the season, and enjoy music, delicious sips and snacks, a braid bar, and a DIY accessories station. Enter for a chance to win a dream festival outfit and make a $50 purchase in the Impulse Department to receive a swag bag. RSVP at macys-usqmusicfest.eventbrite.com.

Family Fun Day with the San Francisco Botanical Garden
1 p.m. | Saturday, March 26 | Level 5, Kids Department
Learn cool facts about nature and enjoy hands-on activities provided by the San Francisco Botanical Garden. Kids will become Tree Detectives and follow clues gathered at different activity stations.

Caputo Chefs Carrie Anne Lopez and Sam Ramadan Demo Healthy Italian-inspired Recipe
2 p.m. | Saturday, March 26 | Lower Level, Cellar
In partnership with Kaiser Permanente, Caputo Trattoria chefs Sam Ramadan and Carrie Anne Lopez will show how to create a delicious organic roasted vegetable dish with locally grown ingredients.

Turn Trash to Treasure with an "Upcycling" Floral Demo from Fleur De Vie's Talin Tascian
2 p.m. | Thursday, March 31 | Level 6, Tabletop Department
Join Talin Tascian of Fleur De Vie as she demonstrates exotic floral designs which are enhanced by the use of upcycled and repurposed materials.

Hands On DIY Terrarium Seminar with @MakersKit
6 p.m. | Friday, April 1 | Lower Level, Cellar
Build your own Southwest-inspired terrarium with Mike Stone and Phillip Kuhn, creators of @MakersKit. They will show you how to create a mini terrarium and give you a signed copy of their new book, “MakersKit Terrariums — A Complete Guide.” RSVP at macysusqmakerskit.eventbrite.com for $50, or make a $35 purchase in the Macy’s Home Department that day to get the class, supplies and book for free.

Hands On Floral Class with Baylor Chapman
2 p.m. | Saturday, April 2 | Lower Level, Cellar
Bring garden to table and make your very own living centerpiece. Armed with exquisite flowers, plants, vases and loads of design tips, Baylor will demonstrate how to create your own lush composition. Purchase your ticket at plantrecipeworkshopmacysusq.eventbrite.com for $40 and receive all supplies to take home your own creation and a copy of her book, “The Plant Recipe Book: 100 Living Arrangements for Any Home in Any Season.”

Macy's Flower Show Plant Sale
9 a.m. | Monday, April 4 | Piers 30/32
Select plants and flowers from Macy's 70th annual Flower Show will be available for sale following the show. All proceeds to benefit the Delancey Street Foundation.

TOURS AND SPECIAL OFFERS, LOWER LEVEL

To get a behind-the-scenes look at Macy’s road trip across America and learn all the details about this year’s flowers and plants, visitors can take a free guided tour, which include a 10 percent-off Macy’s Visitor Savings Pass.
Beginning on March 20, tours depart the SF Visitor Information Center in the Macy’s Cellar on the lower level at 3 p.m. Wednesday through Friday; noon and 3 p.m. on weekends. Visitors can book tours, pick up maps, and receive local recommendations from Macy’s multilingual staff at the Visitor Center. For more info or to book a tour, call 415-954-6271 or email visitsanfrancisco@macys.com.

New this year, guests can also take a self-guided audio tour, available to stream on any device by visiting macys.com/flowershowaudio, to learn about the plant life that thrives in each region while experiencing the lush exhibitions.

Stop by the Macy’s Visitor Center for a special Flower Show Shopping Package for $35 that includes a 2016 Flower Show canvas tote bag, $25 Macy’s Gift Card, Macy’s VIP Passport, 10 percent-off Visitor Discount, a miniature planter with purchase of $75 or more, and other great offers.

Free to the public, Macy’s Flower Show will be open during regular store hours. For more details and daily special events, including our Bouquet of the Day series, visit macys.com/flowershow and use #macysflowershow in social media.

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