



FOR IMMEDIATE RELEASE

(August 8, 2011) – *Natural Garden Natives*™ are available for public purchase through some independent garden centers.

In February 2011, Midwest Groundcovers purchased The Natural Garden, a leading native plant nursery established in 1953. The Natural Garden nursery propagated, produced, and sold Local Eco-Type native plants from locally collected seed.

Natural Garden Natives™ is a collection of over 250 plants indigenous to the Midwest region and genetically adapted to Illinois soil and climate conditions. These Local Eco-Type native plants originate from The Natural Garden stock plants and seed beds, were collected in the 1970s and 1980s, primarily in Kane County, but no further than 90 miles from the St. Charles nursery site.

The brand *Natural Garden Natives*™ is synonymous with Local Eco-Type native plants, quality, authenticity and customer service. The Natural Garden nursery site (now named Midwest Natural Garden), located on Illinois Route 64 in St. Charles, Illinois, is solely a production facility for *Natural Garden Natives*™, which are sold and distributed by Midwest Groundcovers.

Midwest values The Natural Garden's vital historical role as a local native plant source for dedicated native plant home gardeners, and is working with Independent Garden Centers to develop customized programs to bring *Natural Garden Natives*™ once again, to home garden consumers.

Midwest can customize distinctive native plant collections for your Independent Garden Center. Experienced staff can help develop assortments of sales-friendly native plants sought after by our loyal *Natural Garden Natives*™ home gardeners. Tailored promotional efforts include:

- Directing home owners to your IGC through the Home Gardener section of the *Natural Garden Natives*™ website
- Providing knowledgeable speakers on native plants and native plant gardening
- Working with your local nature center or park district to direct interested native plant gardeners to your IGC
- Partnering with native plant promoters, such as The Conservation Foundation and Wild Ones, to offer Buy One Get One Free coupons directing consumers to your store(s) – Midwest credits your store for all redeemed coupons
- Promoting your IGC and any native plant activities or promotions, through our electronic *Natural Garden Natives*™ newsletter which reaches over 700 dedicated native plant gardeners directly
- Educating your staff about native plants and native plant gardening

Midwest provides reliable and easy delivery services with quick turnaround to keep benches stocked. Independent Garden Centers interested in carrying *Natural Garden Natives*™ should call 847-742-1792 to learn more about adding these distinct native plants to their plant offerings.

Visit the *Natural Garden Natives*™ website for the latest news or to sign up for availability updates.

Natural Garden Natives[™] are ideal for use in natural area restoration, for native gardens or mixed native and ornamental borders.

Midwest Groundcovers LLC is an industry leader in the propagation, growing, and wholesale distribution of quality container nursery stock. The company operates over 300 acres of state-of-the-art nursery production facilities at five locations in St. Charles, Illinois, Virgil, Illinois, and Glenn, Michigan. Each year, these facilities produce millions of containerized plants including more than 100 different ground cover varieties; over 250 species of Local Eco-Type Native Plants identified as *Natural Garden Natives*[™], in addition to 140 regional Midwest native species of which some are naturally occurring selections; more than 500 varieties of perennials and ornamental grasses; and over 170 varieties of deciduous shrubs, native shrubs, broadleaf evergreens, hardy shrub roses, conifers and vines.

Midwest Groundcovers LLC garners frequent press coverage through regional media outlets and is regularly featured in major trade publications such as *The Landscape Contractor*.

Visit Midwest Groundcovers LLC on the web at www.midwestgroundcovers.com Learn more about *Natural Garden Natives*[™], our Local Eco-type Native Plants, by visiting www.naturalgardennatives.com.

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