



2026 Marketing Calendar

MONTH	THEME	MAJOR ACTIVITIES & MILESTONES	PLANTS SPOTLIGHTED	RETAIL TOOLS & PROGRAMS
JANUARY	100th Anniversary Kickoff	Anniversary Kick-Off: Landscape Legends Introduce limited edition Centennial Ruby™ Hydrangea countdown.	Centennial Ruby™ countdown, camellias, houseplants, begonias, ferns, hellebores	New signage: Landscape Legends; Customer Anniversary; 100th Anniversary swag available
FEBRUARY	Lasting Loves	Valentine's Day campaign: Lasting Loves (Camellias) Shades of Beautiful: Color palettes by the decades	Black Tulip® magnolia, flowering cherry, camellias, forsythia, hellebores, pieris. Centennial Ruby™ countdown continues	Lasting Loves campaign on camellias; Shades of Beautiful – color palettes from each decade.
MARCH	Landscape Legends	"Legends on Legends" featuring garden/style icons talking about our Landscape Legends. Garden design guides	Lilacs, rhododendrons, upright conifers, dianthus and other early color, tropicals, ferns, begonias	Spring POP, Landscape Legends Design Guides, Hummingbirds POP
APRIL	What's Next in Bloom	Key trends in the garden such as The Sunday Garden, Exquisite Edibles, Wild But Refined, Patio Culture as well as what's happening with natives, waterwise, and more.	Hydrangeas, roses, spirea, peonies, hibiscus, new edibles, compact shrubs, waterwise, natives	Hummingbirds, Landscape Style Guide, Early Bee a Winner (Warmer climates), Roses for Containers
MAY	Spring's Favorite Treasures	Mother's Day. Lavender Week (05/11-05/18). Centennial Ruby™ arrives!	Centennial Ruby,™ other hydrangeas, lavenders, blueberries, herbs, roses, clematis.	Lavender Week, Centennial Ruby™
JUNE	Pollinator Season	Launch national pollinator month Bee a Winner giveaway (06/1-06/15). Focus on pollinator plant education	Salvia, coneflower, agastache, gaura, alstroemeria, lantana, asclepias, crape myrtles	Bee a Winner Poster Kit, Pollinator Signage
JULY	Carefree Summer Gardens	Summer-tough plants: Heat-loving Perennials, Tropicals, Grasses, Sustainability, Patio Culture	Cannas, grasses, mandevilla, rudbeckia, nepeta, Russian sage, lantana, sedums, hibiscus, coneflower, roses	Heat-loving plants POP, Patio Culture
AUGUST	Monrovia Birthday Celebration	Customer Expo, Monrovia Centennial Celebration	Late summer color: echinacea, blanket flower, shasta daisy, and new perennials	Expo Celebration in Oregon
SEPTEMBER	Fall Planting and Halloween Prep	Shrub and Tree planting; Halloween container ideas	Japanese maples, snowberry, hypericum, cercis, SunBelievable®, ilex, junipers, thuja, hebe, asters	Guide to Small Trees and Hedge Shrubs: Sizes, Shapes, Functions
OCTOBER	Fall Décor and Goth Garden	Dark Foliage Plants, Goth Gardens, and mum alternatives	Heuchera, cordyline, Japanese maples, sedum, Dreameria®, SunBelievable®, Sweetmaroon™ myrtle, cercis, cotinus, physocarpus, lorapetalum	Goth Garden Spotlight Poster, Mum Alternatives
NOVEMBER	Gratitude in the Garden	Bird-friendly habitat plants	Viburnum, snowberry, red twig dogwood, juniper	Bird-friendly poster
DECEMBER	Gifts and Décor	Holiday plants as gifts. Sneak peek at 2027.	Camellias, picea and other conifers. Edible plants as gifts	Holiday Décor, Retailer Display Contest