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**News Release**



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**For Immediate Release**

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**Forever & Ever® Collection Adds Pure White Variety to its Expansive Line of  
“New Wood” Blooming Hydrangeas**

The Forever & Ever® Hydrangea collection began with an original pink variety, and quickly added a Red and Double Pink to the mix. Then came Peppermint, with its white petals with pink or blue brushstrokes, followed by the impressive Blue Heaven and color-changing Together. The line is now complete with White Out, a pure white variety that fills the void hydrangea lovers have been looking for-reblooming true white hydrangeas.

White Out will be available at retail stores in the spring of 2009. This new variety is sold in the distinctive burgundy Forever & Ever container. Each plant will have a large tag, displayed on a stake, of the flowering hydrangea, encouraging impulse sales even when the plant is not in bloom. The tag is also full of instructions for care and growing of these exciting plants.

**Forever & Ever® White Out**

A gorgeous full-bodied plant with large, 8” white mophead blooms comprised of individual flowers, atop deep green leaves. White Out flowers from early to midsummer until frost and is hardy in zones 4 through 9. Its compact, rounded habit-will grow to 28” tall and 25” wide-is ideal for containers, beds, borders and landscapes.

Forever & Ever Hydrangeas are gaining national recognition as a top series of reblooming hydrangeas. While most hydrangeas set buds in the fall, leaving them susceptible to winter damage, Forever & Ever Hydrangeas produce flower buds on the new growth in spring, ensuring blooms every year even in harsh northern climates. Each variety, including original pink Forever & Ever, Red, Double Pink, Peppermint, Blue Heaven, Together and now White Out, has a large size great for cut or dried flowers and produces continuous blooms all summer long.

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To obtain high resolution photos of Forever & Ever® Hydrangeas for your publication, please visit [www.foreverhydrangea.com](http://www.foreverhydrangea.com), and click on Media Access.

Username: media  
Password: fehydrangea