

Press Release

**Pelargonium for Europe is awarded funding for its "Europe in Bloom" campaign
Call for tender for generic marketing activities**

Bonn, 1.10.2019

Under the banner of *Pelargonium for Europe*, a number of European breeders - Dümmer, Florensis, Elser PAC, Selecta and Syngenta - have been marketing pelargonium in several European countries. *Pelargonium for Europe* has now been granted financial support from the EU. With the help of this new EU campaign titled "*Europe in Bloom*" the initiative will be able to intensify its marketing activities from 2020 to 2022 in six campaign countries; Germany, Austria, France, Italy, the Netherlands and Poland. The campaign will comprise of generic geranium marketing activities such as public relations, media collaborations, social media, events and promotional sales support. The campaign will start on 1 January 2020.

Any interested agencies can find application documents for the first stage of the tender process at www.pelargonium-trade.com. If you have any questions please contact Dr. Rainer Krämer, Green Marketing Europe GmbH, at management@org-intern.info or call +49 (0) 228-20793 / or contact Hannah Dunne at communication@org-intern.info, +44 (0) 7533 076185.

Please note that communication within the Pelargonium for Europe network will be in English. The pre-check submission deadline is 10th October 2019, 11pm.

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