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Navy Pier | Chicago

FOR IMMEDIATE RELEASE

BREAKING NEWS – IGC SHOW ANNOUNCES POLICY CHANGE:

IGC Show 2018 Now Open to All Ages, Policy Change Is Effective Immediately & Extends to IGC Show 2019

CHICAGO – IGC Show officials just announced that this August’s event will be open to all ages so that attendees may bring family members younger than the previous age limit of 14 years old. IGC Show attendees are now welcome to bring the entire family, from infants to preteens and 13 years and older to the event, August 14-16 at Chicago’s Navy Pier.

“We were already poised to change the age-restriction policy next year at IGC Show 2019,” says Jeff Morey, IGC Show Co-founder and CEO. “Then, this past week, we received a call from a mother of a family garden center in Ohio who was eager to attend the IGC Show for the first time. When she learned that her 12-year-old son, who works in-season as a cashier at her store, would be prohibited by the show’s age restrictions, she was deeply disappointed.” Morey continues, “It pulled at my heartstrings, bringing back memories of my own early start in our family business at just six years of age. It was only a few years later that I attended the old AAN Convention with my dad.”

Morey, along with his wife, IGC Show Co-founder Cheryl Morey, decided to eliminate the age restriction, effective immediately: “While there were reasons for the previous age limits, the time has come to encourage the up-and-coming generations and their children, and to honor the backbone of this wonderful garden center industry - the small, family-run business, where even the youngest pitch in.”

Retailers already registered for IGC Show 2018 can now register their children online. If you have not registered yet, there is still time! Enter discount code LAKE for your All Access Pass to Continuing Education @ IGC for just \$129, and add additional family members for \$101. Don’t forget to add the IGC Show Store Tour on Monday for \$99 while seats are still available. IGC Show’s trade show, three morning keynotes and Tuesday’s party and concert with The Marshall Tucker Band are free - if you register now at IGCShow.com/Register

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