



For Immediate Release

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“Flower Farm Tours Highlight Life in Bloom’s New Season”

Grand Rapids, MI, March 5, 2023 – “I love to visit a flower farm, so we felt it was time to take ‘Life in Bloom’ back on the road in season six,” enthuses J Schwanke, the show’s host and creator. *J Schwanke’s Life in Bloom* is a flower lifestyle television show seen in the U.S. on public television (PBS) stations nationwide, showing viewers ways to enjoy arranging flowers, and reinforcing the health and wellness benefits flowers offer. The new season will premiere in April of 2024 on local public television stations (check local listings for dates and times).

The new season includes visits to flower farms and markets in the Portland, Oregon area. An episode titled “A Touch of Dutch,” includes a visit to second generation (and possibly third) Oregon Flowers, and explores the undeniable connection between flowers and the Netherlands. J also visits Peterkort Roses. “It was such a treat to chat with another flower-lifer, Sandra Laubenthal, whose family flower farm has been in operation for just over 100 years, now! I loved the literal and figurative patina of the farm - and the stories and history Sandra and her brother Norman Peterkort share are fascinating,” said J.



The Oregon Flower Growers Association and their member farmers are featured within the Portland Flower Market. “What a treat to chat with these specialty growers – many of whom do so on a small scale, with exquisite results. Just gorgeous treasures – the flowers as well as the farmers, too – all through the market. I’m so excited to share them with our viewers!” noted J.

Guest Nicolette Behrendsen arranges flowers alongside J as they discuss flowers, wellness, and self-care, “It’s not just a buzz word, as flowers really can provide support for a better outlook on life,” says J. “Visiting with a friend in the company of flowers is relaxing and rewarding.”

Also included this season is a hand painted tea set from J’s Great Aunt Lucy Jane, an entire episode around the importance of flowers for Día de los Muertos, an episode focused on the color Pink, plus a Robot?

“Wimee the Robot, of Wimee’s Words (also on public television), is just a magical being,” gushes J. “Wimee joins me for a show about flowers and kids, in which I also have youngsters assist on three different flower projects.”



J returns to Frederik Meijer Gardens & Sculpture Park to share their “Butterflies are Blooming” exhibit, an annual tradition at the gardens. The segment is part of the season’s premiere episode themed to butterflies. Garlic and neighbors are topics of other shows, all featured hand-in-hand with flowers, of course.

Plenty of flower fun - with an emphasis on the health and wellness benefits of flowers – is served up for season five including shows themed to Bouquets, French Inspiration, Callas, the color

Blue, the Language of Flowers, and more! Season five has been scheduled by more public television stations, in more markets, than ever before, and viewers are excited for new episodes.

“Fans of the show have now become guests that share their own expertise,” notes J. “I discovered Sandy Villegas of Luna’s Paper Designs on Instagram a few years back, enchanted by her hand-crafted paper flowers. We struck up a friendship over time, and I was thrilled when she agreed to visit and share her skill, beauty, and precision with our audience.”

“We also welcome my flower friend, Sue Muldoon, as she shares her expertise in weaving – and I get to try my hand at a couple of projects with her kind instruction – to which I naturally add flowers,” confides J.

“We also remind viewers that flowers make a difference,” says . “It’s been my life-long mission to show people how easy it is to improve their daily lives, by including flowers. Research has shown the presence of flowers has an immediate impact on people’s health and happiness”

Flowers continue to resonate with viewers, and the popular “Flowers from YOU!” feature returns for the new season. “I love to share pictures of bouquets that viewers create - they are sold on the positive impact flowers have in their lives,” exclaimed J.

Recipes and beverages including flower ingredients are also on board in the new season including a Butterfly Cocktail, Blueberry Scones, Poutine – plus Garlic Rolls and a Garlic Martini in an episode centered around, what else, garlic!

Season six also includes a special winter themed episode. “Flowers can enhance not just the holidays but the whole winter season, and I share some wonderful ways to do just that,” says J.

“I’m so grateful to the show’s underwriters past and present, their belief in the power of flowers and their underwriting of the production is what makes this possible, concluded J. This season, CalFlowers, Albertsons Companies, and closed-caption funder Holland America are joined by a new underwriter, Passion Roses. the official rose of the Miss America Competition and the Rose Bowl.

J Schwanke's Life in Bloom is presented and distributed in the U.S. by American Public Television. Host J Schwanke, is a fourth-generation florist, award-winning author, and speaker, whose passion for flowers is infectious. The show's underwriters include CalFlowers, Albertsons Companies, Passion Roses, and closed caption funder Holland America Flowers. Check local public television and Create TV listings to find out when *J Schwanke's Life in Bloom* airs in your area, or watch via PBS Passport. The show is also available to stream for free at www.uBloom.com/LifeInBloom.

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About J Schwanke

J is the host and creator of the TV show *J Schwanke's Life In Bloom*, broadcast on public television and Create TV stations. A fourth-generation florist, J is a flower expert and professional speaker, regarded as the most trusted voice in the flower industry. He was actually born at a flower convention and grew up in his family's greenhouses. His website, uBloom.com, offers flower fans everywhere the opportunity to learn and experience the fun of flowers and flower arranging, 24/7! J has given flower demonstrations in all 50 states, Canada and England. Highlights include the Epcot International Flower and Garden Festival, Art in Bloom, Bouquets to Art, San Francisco Flower & Garden Show, and Flowers at Kensington Palace. The J Schwanke YouTube Channel has over 90,000 subscribers and more than 11.5 million views. J is the author of *Fun with Flowers*, a Living Now Book Award winner, and *Bloom 365 – The Essential Guide to Arranging Flowers Every Day*, awarded the Gold IPPY (Home and Garden category) by the Independent Publisher Book Awards.

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