



For Immediate Release

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“CalFlowers Commits to Seasons 4 and 5 of “Life In Bloom” Ahead of Season 3 Debut”

Grand Rapids, MI, December 14, 2020 – “We’re excited to announce CalFlowers has committed to continue as an underwriter for seasons four and five of the public television show *J Schwanke’s Life In Bloom* on public television (PBS) – ahead of season three’s launch!” says J Schwanke, creator and host of the show. “I can’t thank CalFlowers enough for their continued support of the show and the faith in our efforts that this commitment demonstrates.”

“**CalFlowers’** mission is to encourage more Americans to enjoy more flowers more often. Part of the enjoyment of cut flowers comes from our consumers learning a variety of ways to utilize flowers in their daily lives and understanding important aspects such as origins and proper handling,” noted Steve Dionne, Executive Director for the organization. “We view J as an extremely positive and effective spokesperson for our industry and are proud to support the ongoing success of *Life in Bloom*.”

CalFlowers Board President Frank Biddle echoed Dionne’s sentiment concisely, “J rocks!”

“*Life In Bloom* is on public television – which is different from commercial television and streaming services,” Schwanke explains. “Public television is free and is committed to education for the public at large, so it’s costs are supported by viewers and underwriters, it’s not a profit-based endeavor.” This means underwriter funding for the continued production of the lifestyle show – based around flowers – is critical. “We continue to highlight the positivity and health and wellness benefits of flowers to viewers and encourage them to include flowers in their lives as much as possible,” Schwanke added.

While seasons one and two continue to play on public television and Create TV stations across the country, season three will premiere in April of 2021. “We’re putting the finishing touches on season three episodes now” Schwanke shared. “Lots of flower arranging, more cocktails and recipes, and visits to flower locales including the Flower Fields of Carlsbad, and the San Francisco Flower Mart.”

Underwriters of season three include **Albertsons Companies, CalFlowers, Dollar Tree, and Sunshine Bouquet Company**, with **Holland America Flowers** as the closed caption underwriter for season three.

“We can’t make the show without the support of underwriters, so I am extremely grateful to **CalFlowers** for their continued support – and this is a great start for the funding required for seasons four and five. Their early commitment really gives us a leg up in the planning process for future shows – in fact we will begin script outlines in January for season four, with filming and production likely starting in spring of 2021,” Schwanke added.

J Schwanke’s Life in Bloom is presented and distributed by American Public Television. Check local public television listings to find out when *J Schwanke’s Life in Bloom* airs in your area. The show is also available to stream for free via www.uBloom.com/LifeInBloom.

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About CalFlowers

The California Association of Flower Growers & Shippers (CalFlowers) is a voluntary California-based trade association comprised of 241 voting members in California and 648 associate members in 48 states other than California. CalFlowers collaborates with other floral industry associations to promote the floral industry in the U.S., striving to have more Americans enjoy more flowers more often, and provides access to discount shipping programs for floral products.

About J Schwanke

Fourth-generation florist J Schwanke is a flower expert, flower content producer and professional speaker, known throughout the flower industry and beyond. He is 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, Flowers at Kensington Palace and hundreds of state, association, wholesale and public shows. J has also appeared several times on the PBS show "P. Allen Smith's Garden Home" and the syndicated show "P. Allen Smith's Garden Style." J is the author of *Fun with Flowers*, which received a Silver Living Now Book Award. His most recent book, *Bloom 365 – The Essential Guide to Arranging Flowers Every Day*, was awarded the Gold IPPY (Home and Garden category) by the Independent Publisher Book Awards. *Bloom 365* features 365 tips, tricks, and techniques to make flower arranging easier.