



The Independent Garden Center Show
2873 Saber Drive
Clearwater, FL 33759-1122
(727) 724-0020
FAX: (727) 724-0021

NEWS RELEASE

For more information, please contact:
Clint Albin, Media Relations Manager

May 20, 2010

HGTV Hit Sensation Jamie Durie Kicks Off Keynotes at IGC 2010, Early Bird Registration Closes In

CHICAGO – **Jamie Durie, garden television’s newest star and host of HGTV’s hit primetime series *The Outdoor Room*, is set to take center stage at Navy Pier during Tuesday’s keynote at the Independent Garden Center Show. This year’s event, featuring a widely expanded educational conference and more than 1,000 vendor booths, returns to Chicago August 17-19 for its fourth annual run.** Durie, a renowned horticulturist and landscape designer who has enjoyed celebrity status in his homeland Australia for years, is the Founder and Director of PATIO Landscape Architecture & Design, a high-profile firm honored with more than 32 national and international design awards. During his IGC 2010 keynote, sponsored by Monrovia, Durie will inspire garden center owners and operators with incredible outdoor transformations from across the world. Afterward, IGC attendees will have the opportunity to join Durie in the Garden Chic Lounge on the trade show floor for a special meet and greet.

Durie is a television host and producer and best-selling author. He has his own successful line of merchandised product, Patio by Jamie Durie, and paint range, Jamie Durie Signature by Porter’s Paints. A committed environmentalist and pioneer of the “outdoor room” concept in Australia, Durie has completely changed the face of landscape design, inspiring a new generation to rediscover their gardens.

“The search for this year’s opening speaker started when last year’s conference wrapped up,” says Jeff Morey, Founder of the IGC Show. “Our goal was to have someone, in addition to the conference’s 40-plus world class speakers, who could kick off the show by showing attendees what international trends they must embrace to grow their businesses. Consumers are so interconnected now, the forces that are moving gardeners on the other side of the world will change the way we garden here in the United States.” Adds IGC Show Founder Cheryl Morey, “We are committed to spotlighting speakers not found at any other meeting in the industry.”

Durie has hosted many of Australia’s top-rated television programs, including *The Outdoor Room* and *Australia’s Best Backyards*. He hosts America’s longest running gardening program, *The Victory Garden*,

which airs on PBS, and *HGTV Showdown*, and appears regularly on *The Oprah Winfrey Show*, offering garden advice and inspiration.

Durie is known for his large-scale designs, and counts as clients resorts around the world, including those in the United States, Spain, Australia, Hong Kong, Singapore, Morocco and Dubai. He has been honored with gold medals at all of the major international consumer flower shows, including London's prestigious Chelsea Flower Show.

Early Bird registration for IGC 2010 is closing in quickly. Those registering by May 31 will be eligible to win one of 10 Apple iPads. For details, visit IGCshow.com.

####