



Fact Sheet

- What:** Dig.Drop.Done™ Educational Campaign
- Where:** U.S. and Canada
- Purpose:** To introduce flowering bulbs to a new generation of potential gardeners and demystify the bulb-growing process, while reminding avid gardeners of the low-maintenance, returning beauty of bulbs.
- Timing:** Three-year campaign begins summer 2011
- Online:** Website: www.DigDropDone.com, Facebook: www.Facebook.com/DigDropDone, Twitter: www.Twitter.com/DigDropDone, YouTube: www.YouTube.com/DigDropDone
- Website:** Provides consumers simple, inspiring and entertaining information about the growth and care of flowering bulbs. Designed for everyone from the novice planter to the avid gardener, Dig.Drop.Done demystifies flowering bulbs and gives consumers easy ways to add beauty to their lives throughout the seasons.
- Sponsors:** The Dig.Drop.Done Foundation* (members of [Anthos](#), Holland's Royal trade association for nursery stock and flower bulbs), the International Flower Bulb Centre (promotional organization for Dutch flower bulb growers and traders), and Scheepvaart Commissie (Dutch export reserve fund).

*Members of the Dig.Drop.Done Foundation:

Members

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