

## "Towers of Flowers" bring new heights to Macy's Flower Show

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### *Macy's Downtown Minneapolis store showcases a towering floral spectacular*

In partnership with Bachman's for over 47 years, the Macy's Flower Show has delighted generations of floral aficionados with spectacular presentations of lush gardens that showcase millions of live flowers, plants and trees from around the world. Blooming in unison despite the various climates from which they originate, the show offers a one-of-a-kind opportunity to enjoy these magnificent blooms together in an unexpected setting.

In 2011, from Sunday, March 27 through Sunday, April 10, 2011, at the iconic Macy's Downtown Minneapolis store spring takes root, bloom and tower above a floral wonderland filled with brilliant colors, textures and the sweet smell of the season. Themed this year—*Towers of Flowers*—the show returns to usher in the season of renewal.

"In the course of its two-week run, Macy's Flower Show will transform the Downtown Minneapolis store's eighth floor Auditorium into an exquisite landscape of soft colors punctuated with a series of jaw-dropping towers that promises to take audiences to new heights." says Robin Hall, executive producer of the annual event.

The show provides an unmatched floral escape with renderings of famed skyscrapers and monuments, like the Leaning Tower of Pisa and The Eiffel Tower, to floral forts and nods to historical architecture from around the world that tower above lavish indoor gardens.

The flower show also showcases some of Bachman's most talented floral and entertaining designers. These décor wizards bring to life a rotating Flower Show favorite—the Bouquet of the Day. The one-of-a-kind creations are stunning centerpieces that each conveys the personal style of the designer. Whether traditional, contemporary or abstract, these limited-time floral masterpieces are always a highlight of the show.

Free to the public, Macy's Flower Show will be open during regular store hours. For additional information about this event, please visit [www.macys.com/flowershow](http://www.macys.com/flowershow).