

## Miracle-Gro Renews Partnership with Tournament of Roses



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✖ MARYSVILLE, Ohio – The [Scotts Miracle-Gro Company](#) has renewed their partnership with the [Tournament of Roses](#). Through this multi-year partnership, Miracle-Gro will continue to be the Official Rose and Flower Care Company of the Tournament of Roses.

“We are excited to extend our partnership with the Tournament of Roses,” said John Sass, vice president and general manager of Miracle-Gro. “The [Rose Parade](#) is more than a century old; we’re honored to be a part of America’s New Year Celebration and this year help inspire gardeners to create their own adventure outside.”

The Rose Parade was created as a way to display California’s year-round beautiful weather by showcasing its bounty of flowers. The annual event is a treasured tradition that attracts millions of television viewers and spectators. This year, the Miracle-Gro float will showcase California Grown flowers. By highlighting the beauty of local flowers and foliage, the company aims to have their 2016 float design certified as California Grown. Sponsored by the [California Cut Flower Commission](#), the certification requires that 85 percent of the square footage covered by flowers and greens used in the design of the float is California Grown.

For the full article, click [here](#).

The [Post Parade: A Showcase of Floats](#) will be presented by Miracle-Gro.