

## Green...With Envy

### 2009 Pacific Orchid Exposition Highlights Environmental Preservation



(San Francisco, December 2008) – These days everyone is going green, and the San Francisco Orchid Society (SFOS) has been leading the pilgrimage since its inception. This year the SFOS continues to focus on environmental preservation and educating flower enthusiasts on how to “grow green” at the 2009 Pacific Orchid Exposition (POE), March 5-8 at Fort Mason Center’s Festival Pavilion in San Francisco. The 57<sup>th</sup> annual fundraiser will offer a unique look at the importance of respecting the environment in all aspects of horticulture and emphasizing the importance of conserving the varied natural habitats that orchids need to survive.

According to Joseph Dougherty, from the non-profit group OrchidMania , orchid protection happens in two forms: *in situ* and *ex situ*. *In situ* (meaning “in place”) involves preserving the natural habitat in which a species occurs. In some cases, *in situ* preservation is impossible because essential pollinators or other components of a species’ lifecycle have been stripped due to pesticides or uncooperative private land owners. *Ex situ* (meaning “outside its place”) is the form of orchid preservation, which is an important tool because some species are entirely extinct in their natural habitats and require orchid growers to cultivate them in captivity.

To learn more about the important role that orchids play within the environment and what they need to survive, visit one of the most prestigious orchid shows in the United States, the POE, and experience its reputation of showcasing the vast diversity species and hybrids. These amazing plants, garnered from all over the world, will be presented in spectacular displays. More than 20,000 people attend this annual fundraiser, which is kicked off by its glorious Gala Benefit Preview that brings the bay area glitterati together and features 24 wineries, including four winning wineries from the 2009 San Francisco Chronicle Wine Competition.

More than 150,000 orchid flowers from all over the globe are displayed in educational exhibits from local, national and international orchid growers both professional and amateur. The show boasts coveted plants with extreme diversity in color, shape and sizes. Docent tours and cultivation tips are given to thousands as they peruse this magical orchid extravaganza, perfectly pairing aesthetics and education. Orchids are the largest family of flowering plants, and grow in every part of the world. More than 50 commercial growers will be displaying their unique species and rare hybrids, allowing anyone who is a lover of nature the chance to purchase a one-of-a-kind treasure.

This prestigious show is judged by local Society experts and judges from throughout the country who are certified by the acclaimed American Orchid Society (AOS). The POE is praised every year for maintaining its position as one of the top three orchid shows in the country, so don’t miss the opportunity to grow green with envy at the 2009 Pacific Orchid Exposition.

- WHO:** The San Francisco Orchid Society (SFOS)
- WHAT:** The 57<sup>th</sup> Annual Pacific Orchid Exposition, “Green...With Envy”
- WHERE:** Fort Mason Center’s Festival Pavillon
- WHEN:** March 5-8, 2009
- Gala Benefit Preview, Thursday, March 5, 2009, 6:30-10:00 p.m.
  - Friday, March 6, 10:00 a.m.-6:00 p.m.
  - Saturday, March 7, 9:00 a.m.-6:00 p.m.
  - Sunday, March 8, 10:00 a.m.-5:00 p.m.
- COST:** Preview Night: \$35 in advance / \$40 at the door, General Admission: \$12 in advance/ \$14 at the door, Seniors: \$8 in advance / \$10 at the door, Kids 12 & Under Free when accompanied by an adult (except at preview night)
- INFO:** Call 415.665.2468 or visit [www.orchidsanfrancisco.org](http://www.orchidsanfrancisco.org)