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| PRESS RELEASE |

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| Hillegom, May 23, 2019  |

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| The third Dahlia Event **Want to know everything about dahlias? Visit the Holland Dahlia Event on 21, 22 and 23 August. So successful before, it’s now being held for the third time.** AssortmentDahlia breeders are developing varieties with new shapes and colors all the time. To get a good picture of today’s dahlia assortment, flower growers, tuber growers, tuber exporters and service providers are joining forces to exhibit their latest innovations.  For professionalsExporters and traders are welcome to come and take a look at the dahlia assortment by visiting any of the nine locations situated between Leiden and Haarlem. The opening will take place in the Castle Gardens at Keukenhof where a real show-topper will be a float decorated with dahlias representing ‘the resurrection of the Phoenix’.  VisitingDahlias at each location will be presented in flower. Both familiar and promising new varieties will be on display in the field and in vases. During your visit, you will have plenty of time to meet each other, see everything, put an assortment together, discuss trends and consider market opportunities.  Practical aspectsTo make a visit to the Netherlands as efficient as possible, the Holland Dahlia Event is being scheduled at the same time as the Plantarium. This way, you can visit both events. More information about the Holland Dahlia Event is available at [www.hollanddahliaevent.com](https://eur04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhollanddahliaevent.com%2F&data=02%7C01%7Cruitenberg%40ibulb.org%7C9cdab26bb11141cb108808d6e02c44ac%7Cba1af8ce19af4340a085a95624a5f324%7C0%7C0%7C636942878068286201&sdata=fbsXB2deBMmgor0lDJVPVIgDgzIQfVWuRdGIQrOsqy8%3D&reserved=0).  Also for consumersIn addition to professional visitors, the Holland Dahlia Event also welcomes consumers. Special events are being organized such as dahlia workshops, visits to the dahlia show garden, the making of dahlia mosaics, and cycling along the dahlia mosaic route.This press release is suitable for publication from June until the end of August. |

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