PRESS RELEASE

**Holland Dahlia Event 2021**

We have already seen four successful editions of the Holland Dahlia Event. The reach of the event and the campaign surrounding it has grown enormously in these four years. In 2020, the event was held online, with a clear focus on communication via social media. The visiting locations and show gardens were also open.

Although the Holland Dahlia Event 2021 has started to take shape, due to all the regulations and measures regarding the coronavirus, we will need to be flexible this summer.

The plans are currently as follows:

* We entered into a collaboration with the Clusius College in Alkmaar. A group of around 18 end-of-year students will work on the Dahlia objects around Keukenhof Castle in several smaller groups. The theme will be 'Fairy Tale Wedding'. This theme fits in nicely with the romantic garden of Keukenhof, where many bridal couples have their pictures taken on their wedding day. This is a wonderful opportunity for the students doing the “Flower & Design” major to put everything they have learned into practice. At Clusius College, green is seen as the foundation for a colourful future and – as luck might have it – Dahlias can provide the colours!
* Planting is in full swing at the various visiting locations and the Dahlia show gardens.
* People are working hard behind the scenes to create mosaics with Dahlia-flowers.

This year, the Holland Dahlia Event will take place from Wednesday 1 to Friday 3 September 2021.

The available visiting locations are usually open to visitors in the period from mid-August until the end of September 2021, in compliance with the applicable rules at the time.

The Holland Dahlia Event 2021 visiting locations are:

* CNB Dahlia show garden at the Tulperij
* FBT Dahlia show garden near The Tulip Barn
* Kasteel Keukenhof
* Fred. De Meulder Export

Please keep an eye on the website from late June for addresses and opening dates. The website will be updated in the coming weeks.

More information is available at [www.hollanddahliaevent.com](http://www.hollanddahliaevent.com).

Note to editors, not for publication

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