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**Save the Date: GWA 70<sup>th</sup> Annual Conference & Expo**

**NEW YORK (December 12, 2017)** – GWA: The Association of Garden Communicators is heading to Chicago for its 70<sup>th</sup> Annual Conference & Expo, which will take place on August 13-16 in conjunction with the 2018 Independent Garden Center Show (IGC).

The three-day conference is packed with exciting events and experiences for attendees, including tours of Chicago's finest gardens, engaging education sessions covering a wide array of techniques and trends, and networking opportunities with media professionals and green industry leaders.

World-renowned designer, Jacqueline van der Kloet, recognized for her designs in Lurie Garden, the High Line and the New York Botanical Garden, will be the opening keynote speaker on August 14. She will speak about how experiments in her own garden led to the development of a style of working with bulbs that is now in demand all around the world.

Conference learning sessions are tailored to professional communicators from across the green industry, including authors, bloggers, marketers, editors, photographers, and TV and radio personalities. Topics include tips and tricks for writing, digital technology, business marketing and publishing.

To learn more about the GWA Annual Conference & Expo, visit [www.gardenwriters.org/GWA2018](http://www.gardenwriters.org/GWA2018). Registration opens on April 1, 2018.



**About GWA**

GWA: The Association for Garden Communicators, formerly the Garden Writers Association, is an organization of professional communicators in the green industry professionals including book authors, bloggers, staff editors, syndicated columnists, freelance writers, photographers, speakers, landscape designers, television and radio personalities, consultants, publishers, extension service agents and more. No other organization in the industry has as much contact with the buying public as GWA members.

GWA provides leadership and opportunities for education, recognition, career development and a forum for diverse interactions for professionals in the field of gardening communication.