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## Calgary's Stampede City African Violet Society Celebrates 40 Years at 2019 Show and Sale, *A Violet Jubilee*

*Annual show and sale celebrates African violets, welcomes experienced and aspiring growers*

Calgary, AB – The [Stampede City African Violet Society](#) is pleased to announce its 40th annual show and sale, taking place **Friday, May 10 and Saturday, May 11, 2019**, at **The Village: Brentwood's Lifestyle Centre** (4039 Brentwood Rd NW). *A Violet Jubilee* will showcase African violets – as well as others members of the Gesneriad family, such as Primulinas, Streptocarpus, and Sinningia – in a wide array of categories, including terrariums and container gardens – miniature scenes in which one or more blooming African violet is planted; interpretive flower arrangements – artistic displays using fresh-cut African violet blossoms, foliage, and other elements to interpret a given theme; educational displays, and more. Each year the annual show and sale welcomes upwards of 1000 attendees from Calgary and across Alberta.

Organized each year by a dedicated membership, the annual show and sale features plants cultivated by local and out-of-town growers. The show and sale provides ample opportunity for experienced and aspiring African violet enthusiasts alike to trade tips on cultivation – from lighting and watering to propagation, and more; to purchase new plants, including rare and foreign hybrids; to connect with an enthusiastic and helpful community of local growers; and to gain insight into the history of the genus (*Saintpaulia*). With the increased accessibility of African violets via the internet, there's been a dramatic surge in popularity and growers in countries like Russia, Ukraine, Czechoslovakia, Romania, Iran, Turkey, and many others, where new and exciting hybrids are being developed and shared.

"The African violet continues to be the most popular houseplant across North America and enjoys the status of having the largest organization in the world – the African Violet Society of America – dedicated to a single houseplant," says Winston Goretsky, president, Stampede City African Violet Society. "It's a pleasure each year for our members to bring their shared love for growing African violets to a broader audience, to showcase the plants they've worked so hard to cultivate, and to introduce others to a part of our lives we find so fulfilling."

The 40th annual Stampede City African Violet Society Show and Sale, *A Violet Jubilee*, takes place Friday, May 10 **9:00am-9:00pm** and Saturday, May 11 **9:00am – 4:00pm** at [The Village: Brentwood's Lifestyle Centre](#) (4039 Brentwood Rd NW).

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### **About the Stampede City African Violet Society**

Founded in 1976, the [Stampede City African Violet Society](#) (SCAVS) is a registered nonprofit organization dedicated to the promotion of good fellowship among amateur growers of African Violets by stimulating interest in all phases of education and culture of African Violets. SCAVS is an affiliate member of the [African Violet Society of Canada](#) (AVSC), the [African Violet Society of America](#) (AVSA), and the [Calgary Horticultural Society](#) (CHS). Annual membership dues cost just \$20 per individual or \$30 per family – two people who share the same address; \$5 per additional family member thereafter. Meetings are held the fourth Wednesday of each month, January through June, and August through November. For more information, visit [www3.telus.net/scavs](http://www3.telus.net/scavs).

### **For media information and interview requests CONTACT:**

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