



FOR MORE INFORMATION

Chelsea Bohannon
BRAVE Public Relations, 678.416.2483 (cell)
cbohannon@bravepublicrelations.com

MEDIA ADVISORY

Pike Nurseries to host Grand Opening Garden Party for new Matthews store on October 20

Nation's leading independent garden retailer invests in second Charlotte location; grand opening to feature gardening tips from local Pike Nurseries experts, light bites, prizes and discounts

ATLANTA (October 19, 2016) – Pike Nurseries, a Southern icon and leader in the garden industry, will celebrate the grand opening of its second Charlotte-area location with a **Grand Opening Garden Party** for the community on **Thursday, October 20 from 4-8 p.m.** Located at **1016 Devore Lane** in the suburb of **Matthews**, the new 45,000 square-foot store will feature a wide assortment of seasonal annuals, perennials, shrubs, trees, houseplants, patio furniture, garden décor, landscape services and more! Gardeners looking to spruce up outdoor spaces or add to indoor décor will enjoy the neighborhood garden center's superior selection of plants and accessories handpicked for North Carolina's unique garden climate.

Customers will enjoy complimentary wine, light bites and 20 percent discounts on select plants and garden accessories throughout the store. In addition, guests can register for the **Pike Nurseries Ultimate Garden Giveaway**, which includes a Pike Nurseries landscape design package, a Brantley three-piece seating group by Meadowcraft, two Adirondack chairs by Outdoor Interiors, a Saber three-burner 500LP Grill and a \$250 Pike Garden gift card.

****Press note:** Pike Nurseries' CEO Mike Kunce will be available for one-on-one media interviews to discuss the company's decision to further expand within the market and invest deeper in the Charlotte community. Since opening its first Southeast location outside of Georgia in Ballantyne in 2000, Pike Nurseries has grown as a respected resource for quality garden selection and expert knowledge. Manager of Retail Facilities Design & Expansion Mike Chapman will also be available to discuss fall décor, upcoming holiday trends and how products are selected to meet the Charlotte market needs.

- WHAT:** **Pike Nurseries – Matthews Grand Opening Garden Party**
Pike Nurseries local garden experts to be on hand to help customers with plant selection and give tips and tricks on taking the guesswork out of gardening
- WHEN:** **Thursday, October 20**
4-8 p.m.
- WHERE:** **Pike Nurseries**
1016 Devore Lane
Matthews, N.C. 28105
- HOW:** For more information, visit www.pikenursery.com
- MEDIA:** **To attend the grand opening or schedule an interview, please confirm with Chelsea Bohannon at 678.416.2483**

ABOUT PIKE NURSERIES

Ever committed to its customers' gardening success, Pike Nurseries takes pride in taking the guesswork out of gardening. Offering superior knowledge, quality, and selection in a friendly, caring environment, Pike Nurseries has been a Southern icon for over 55 years. Founded in 1958 by Pete Pike, the company is now led by CEO Mike Kunce. With 17 retail locations in the Atlanta, Ga., and Charlotte, N.C. areas, Pike Nurseries offers a full-service landscape installation and design program and boasts a signature greenhouse to carefully grow annuals and perennials for the communities it serves. Pike Nurseries continues its commitment to keeping neighborhoods beautiful, one landscape at a time.

For more information, please visit Pike Nurseries online at www.pikenursery.com.

Visit Pike Nurseries on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).