



Meet the Ladies: The Voices of Dig.Drop.Done™

Growing bulbs is a great way to add beauty to your home and garden, but for some, the biggest challenge is where to start. Need some advice? Say hello to Marcy, Juliana and Evelyn, three lifestyle personalities from the [Dig.Drop.Done™](#) campaign who will help consumers incorporate the gratifying and beautiful world of flowering bulbs into their lives.



MARCY

Is your life like **Marcy's**? You've heard of "free time" but it's never shown up at your door. Between the kids, the husband, the dog and the house, daily life can feel like a blur. Sure, tulips and daffodils are beautiful. They would look charming in a bed near the front door, but there is always something more pressing to do.

How does Marcy fit flowering bulbs into her life? *As family time.* She doesn't have to dig in the dirt alone. For example, her kids love to get their hands dirty, and planting some bulbs this fall will give them something to look forward to through the winter. Come spring, the beautiful flowers will give her children a great sense of accomplishment.



JULIANA

Love fashion, hate dirt? Talk to **Juliana**. The only spade in her life is in a deck of cards from that last trip to Vegas. When she hears the word bulbs, she thinks watts, not blooms. So what do Juliana and flowering bulbs have in common? *They are both slaves to fashion.*

Does Juliana really garden? Well, she wouldn't call it that. Some bulbs don't even need dirt. Just pop them in a cachepot with some chic pebbles and they'll do just fine. Jewels rocks her holiday party with candy-striped amaryllis she forced six weeks earlier. When the revelry dies down, they make perfect parting gifts for her guests.



EVELYN

Or maybe you find yourself in **Evelyn's** shoes. An empty nest and full flower beds, with a desire to start using the phrase "me time" in earnest. Those beds in the backyard are bursting with beautiful color, and quite a testament to your gardening skills. Still, you're always considering how some new cultivars might look tucked into the edges.

How does an experienced gardener like Evelyn use bulbs? *To extend color throughout the seasons.* That bed by the garage needs cleaning up and if she planted bulbs, she'd have a low maintenance, perennial treat. Plus, more bulbs means more sharing (both in cut flowers and in multiplying bulbs) with neighbors, friends and family.

Visit [Dig.Drop.Done.com](#) to see more ideas from Marcy, Juliana and Evelyn on how they use flowering bulbs to add beauty to their lives. Also, find them on Facebook [www.Facebook.com/DigDropDone](#), Twitter [www.Twitter.com/DigDropDone](#) and YouTube [www.YouTube.com/DigDropDone](#).