



New Burpee TV Commercial To Hit Homes This Spring

Burpee Home Gardens gives confidence to newer, more casual vegetable gardeners.

WEST CHICAGO, IL – This past summer, the Gardens at Ball were transformed into a film set, which was used to shoot a new television commercial for **Burpee Home Gardens®**. The spot is set to hit consumer airways this coming Spring on lifestyle networks such as HGTV and DIY, and will reach more than 27 million viewers. Ball Horticultural Company is ramping-up its consumer marketing as part of a new integrated media campaign to inform gardeners all about the benefits of growing Burpee Home Gardens vegetables and herbs.



View the NEW Burpee Home Gardens TV commercial here!

“The commercial is designed to bring Burpee to a new, younger, more casual gardening audience, and to convey that these plants bring pride and success to the gardeners who grow them,” says **Jessie Atchison**, Brand Manager for Burpee Home Gardens. “It’s upbeat, happy and has a neat, modern twist at the end.”

In 2008, U.S. gardeners spent a total of \$2.5 billion on supplies to grow their own food, according to a National Gardening Association survey. Herbs and vegetables are the fastest-growing category in gardening. With the power of the best-known gardening brand behind it, Burpee Home Gardens gives consumers the confidence to grow and harvest their own vegetable patch!

Click on the image above for a sneak peek at the new Burpee Home Gardens TV commercial airing this spring!