

LOMBARD GARDEN CLUB

MARKETING MATERIALS – 2025 LILAC SALE

2025 Lilac Sale – Print/Posters/Email Media

The print media portion of marketing the Lilac Sale consisted of writing, distributing and securing placement for articles about the Sale in local news outlets. Information was published in the Daily Herald, the Lombardian, the Patch and Suburban News (formerly the Lombard Spectator). Press releases were also sent to the Chicago Sun-Times, the Chicago Tribune and Pioneer Press.

Print media remains an important segment of any marketing campaign as it strengthens community involvement and the information often has a higher credibility with no virus worry. Consumers who read content in print have a longer attention span and the “staying power” of print is longer with publications being kept on hand, shared with others and referred to in the future.

Posters and handouts were distributed in Lombard, Villa Park and Glen Ellyn. Many Club members participated in this work.

Businesses where posters/handouts were distributed and displayed included:

LOMBARD – Village Hall, MMAC Fitness Center, Sunset Knoll, Helen Plum Library, Babcock's, Ground Level 105, Egg House, Purple Manatee Resale, Shannon's Deli, Lilac Bakery, Ladies' Room, Adored Salon, Ace Hardware, Laundromat (Westmore Avenue), Carlos' Bakery, Illinois Cleaners, Hacker's Glenbard Gardens, Fruitfield Yield, Lombard Animal Clinic, Lily's Café, MOTW Coffee Shop, Giagnorio's Pizza, Hacker's Glenbard Gardens

VILLA PARK – Villa Park Library, Kuppie's Bakery, Mike's Meat Market, Hi-View Restaurant, Villa Park Jewel, Ace Hardware

GLEN ELLYN – Glen Ellyn Library

This yielded daily exposure of the Sale for three to four weeks and strengthened support of the Garden Club with interpersonal actions.

Email communication – press releases were sent to presidents of over 50 local garden clubs, 60 DuPage Master Gardeners, Lombard neighbors and friends.

MAY 2025

Welcome to Lombard!

The Lombard Park District's Lilacia Park is an 7.12-acre horticultural showcase featuring 700 lilacs and 25,000 tulips! In 2019 with the hard work of the Lombard Historic Preservation Commission, Lilacia Park was recognized and placed on the official list of National Register of Historic Places. All ages can enjoy a stroll through the park or one of our many special events. From tastings to tours and concerts to coronation, there is something for everyone during Lilac Time 2025.

SCHEDULE OF EVENTS

Friday, May 2

Lombard Park District - Lombard Community Building

lombardparks.com

Dads and daughters ages 3-11 will dance, play games, enjoy a dessert table, and visit the Lilac Princesses. Held at the Lombard Community Building; registration required.

Saturday, May 3

Lombard Community Center
Lombard Junior Women's Club

lombardjrs.com

Join us as the 2025 Lilac Queen is crowned, celebrating a Lilac Village tradition of more than 90 years. Held in Lilacia Park.

Lombard Park District

Your Lilac Queen has been crowned, now stick around for a fun concert with Kaleidoscope Eyes. This Chicago-based, acoustic Beatles Tribute Band is fueled by a shared love for timeless music. Through their heartfelt performances, Kaleidoscope Eyes has garnered a reputation for delivering an immersive Beatles Experience that transcends generations. From enchanting ballads to electrifying rockers and poignant protest songs, their repertoire spans the breadth of the Beatles' legendary career, resonating with audiences young and old alike.

Sunday, May 4

Lombard Chamber of Commerce

630.627.5040

Enjoy a variety of art and craft vendors, as well as food, entertainment, free Kids Zone, and more in downtown Lombard on St. Charles Road between Main Street and Elizabeth.

Monday, May 5

Helen Plum Library

helenplum.org

Bring a blanket or chair and celebrate Lilac Time in Lilacia Park with stories and songs hosted by the Helen Plum Library. Storytime will be held on the west side of the park, under the picnic shelter - weather permitting.

Tuesday, May 6

Helen Plum Library

helenplum.org

Bring a blanket or chair and celebrate Lilac Time in Lilacia Park with stories and songs hosted by the Helen Plum Library. Storytime will be held on the west side of the park, under the picnic shelter - weather permitting.

lombardhistory.org

Lombard Historical Society

Registration required online.

Wednesday, May 7

Lombard Historical Society

lombardhistory.org

Registration required online.

Thursday, May 8

Lombard Historical Society

lombardhistory.org

Registration required online.

Lombard Garden Club Lilac Bush Sale

lombardgardenclub.org

Be a part of Lilac Time in the Lilac Village with this unique opportunity to purchase a fragrant lilac bush! Shop a large selection of at least 15 different cultivars. Please note: the sale closes when the supply of 420 lilacs sells out. Starting April 15, up-to-date details about the sale and available lilac cultivars can be found online.

Lombard Park District - 1001 - 7001 St. Charles Rd.

630.620.3570

Lombard Park District

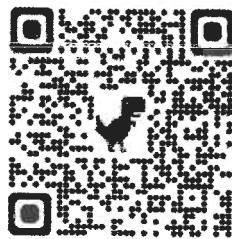
A variety of perennials will be available for sale near the Lilacia Park Green House.



DISTRIBUTED TO OVER 35 LOCAL
ORGANIZATIONS IN LOMBARD & VILLA PARK

Lombard Garden Club

2025 Lilac Sale



**Opens Thursday, May 8
12:00 pm - 7:00 pm
or until sold out**

**Location: North side of Lilacia Park
near the Park District
Administration Building**

IMPORTANT SALE INFORMATION:
www.lombardgardenclub.org

It's Lilac Time in Lombard!
www.lombardlilactime.com

in southern Asia and our southern hemisphere. So while you are baking this winter and planning your garden, there is much to consider for 2025.

YOUTH ACTIVITIES

Marti Gibson, Chairman

It's winter and our gardens outside have closed down, but that doesn't mean that we can't still work with youth. Grab a bunch of flowers from the grocery store or other fairly inexpensive places and have a design workshop. Scan garden catalogs and plan out a garden of favorite vegetables and research their growing needs and problems. Search the web or cookbooks for a new recipe to try to use them and plan a cooking day. Make a list of local garden centers/greenhouses and plan a trip to see how they get ready for the spring rush. Have each person identify their favorite color and then do a scavenger hunt through garden catalogs to find plant varieties that show that color. Do some winter sowing in milk jugs or propagate some houseplants. So many ideas can be obtained on YouTube or if you're into long term lesson plans or activities for an organized youth garden club, you can check out Kidsgardening.org.

Another idea is to paint small rocks or flower pots and then use them to enhance

a small houseplant that can be taken to a senior home and given to a grandparent and then have a conversation of their gardening experience as a child. Or just have an Invite a Neighbor Day and have them share gardening topics like favorite flowers or their garden stories over cookies and hot chocolate. Read one of the many wonderful children's stories that pertain to gardening and plan a correlated activity. Your local librarian or the internet have numerous suggestions.

There are so many fun, yet learning, things that can be done with children to instill a love of gardening and nature. Don't be hesitant. Just jump in and you'll be amazed at how much fun you will have, too.

As an added topic, don't forget that the entries for the Smokey Bear or Woodsy Owl Posters, Sculpture, Poetry, and Essay Contests are due to me by January 20th. Your club judges your entries and sends me the winners' entries only, plus the names of all the participants. Everyone receives a participant certificate. The posters have to be mailed, but the others can be emailed. All information can be found on the National Garden Club, Inc. website under YOUTH CONTESTS. Looking forward to lots of entries.



Save the Date

**District IX
Annual
Meeting/Luncheon**

"Have a Wild Spring"

Tuesday, March 11, 2025
10:00 AM-3:00 PM
Cotillion Banquets
Palatine, IL

LOMBARD GARDEN CLUB

Annual Lilac Sale

THURSDAY, MAY 8, 2025
12 - 7:00 P.M.
OR UNTIL SOLD OUT

LILACIA PARK
LOMBARD, IL

LILAC SALE INFO:
WWW.LOMBARDGARDENCLUB.ORG

IT'S LILAC TIME IN LOMBARD:
WWW.LOMBARDLILACTIME.COM

Save the Date



**National Garden Clubs
2025 Annual Convention**

May 18-21, 2025

**The Embassy Suites Hotel
North Charleston, South Carolina**

GardenClub.org

nd events for this calendar
homes@dailyherald.com
th "calendar listing" in the
bject line. Deadline is two
eks prior to the event.

Monday, April 14

Gardeners of Central Lake County, "Rain Gardening": 7 p.m. Monday, til 14, at CrossLife Evangelical Church, 431W. Austin Ave., Libertyville. The Lake County Forest Preserve will present a program on the basics of starting a rain garden, including planning, sizing and plant choices. Rain gardens are cost-effective, beautiful to reduce stormwater runoff, filter pollutants and provide habitat for wildlife.

Tuesday, April 17

Garden Club of Inverness, "Dragonflies and themselves — The Garden's Frequent Fliers": 10 a.m. at All Saints Lutheran Church, 639 S. Quenby Road, Palatine. Cindy Quenby will share the fascinating and bizarre lives of these fliers, with plenty of up fun and lively interaction during the presentation. From their unusual cycle of transformation, mystifying migratory habits and their struggle for survival, there is plenty to discover and marvel at! Then discover how to garden to attract these remarkable flying fixtures.

Plant sales

Grayslake Greenery Garden Club Plant Sale: 8 a.m.-noon, Tuesday, April 22, in the parking lot to the Grayslake Village Hall, 10 S. Seymour Street, at Center Street. Homegrown perennials, annuals, vegetables and tropical plants from members' gardens plus general garden items. Visit grayslakegardenclub.org.

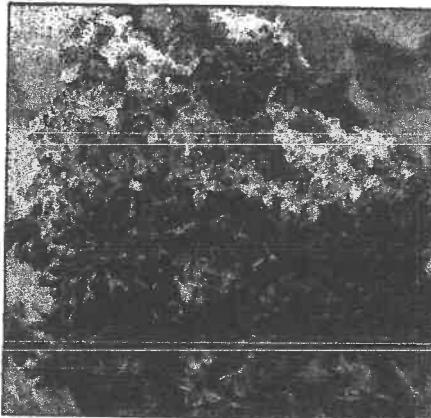
Barrington Hills Community Garden Club Native Plant Sale: Online ordering

is open for the Native Plant Sale; orders will be taken through Friday, April 25, for native wildflowers, grasses, perennials, shrubs, trees and composters. Orders are filled based on the time of the online order. Plant pick up will be 10 a.m. to 2 p.m. Saturday and Sunday, May 17-18, at Spring Valley Nature Center, 1111 E. Schaumburg Road, Schaumburg. Visit schaumburggardenclub.org.

SCARCE Growin' Green Garden Market: 9 a.m. to 1 p.m. Saturday, May 3, at SCARCE, 800 S. Rohlwing Road/Route 53, Addison. Preorders of compost and organic seedlings are available at scarce.org/growin-green. Sale features native plants, organic vegetable seedlings, eco-products, kid-friendly activities and more. Bring garden tools or knives to be sharpened at the Repair Fair. SCARCE stands for School and Community Assistance for Recycling and Composting Education. Call (630) 545-9710 or visit scarce.org/growin-green.

Citizens for Conservation Native Plant, Shrub and Tree sale: 9 a.m.-3 p.m. Saturday and Sunday, May 3-4 at CFC's Hill 'N Dale Preserve at Ridge Road and West County Line Road, Barrington Hills. Visit citizensforconservation.org or call CFC at (847) 382-7283.

Lombard Garden Club Lilac Sale: Noon to 7 p.m. on Thursday, May 8, at Lilacia Park near the Metra station in downtown Lombard. 19 varieties of lilacs of



The Declaration (Syringa x hyacinthiflora) lilac is an early bloomer, fragrant with magenta and purple flowers. It reaches a height of 6 to 8 feet and a spread of 6 to 7 feet. It is one of 19 cultivars available at the Lombard Garden Club Lilac Sale on Thursday, May 8.

varying sizes. Colors of the blooms range from deep violet, magenta and lilac to pink, blue and white. View color photos of the lilacs at www.lombardgardenclub.org.

Bloomingdale Garden Club Flower & Plant Sale: Noon-6 p.m. Friday, May 9, and 9 a.m.-3 p.m. Saturday, May 10, at Bloomingdale Park District Maintenance Building, 259 Springfield Drive, Bloomingdale. Includes professionally grown annuals in flats, 4.5-inch and 6-inch pots, hanging baskets, vegetables and herbs, caladiums, grasses, tropicals, tulips, Proven Winners and specialty annuals. Garden items will be available for sale. A Master Gardener Help Desk will also be available to answer gardening questions. Visit www.bloomingdalegardenclub.org or email bloomingdalegardenclub@gmail.com.

Des Plaines Garden Club's Annual Plant and Garden Flea Market: 8:30 a.m.-noon Saturday, May 10, at Fristie Senior Center at 52 E. Northwest Hwy in Des Plaines. Annuals, perennials, vegetables, hanging baskets and houseplants. Master gardeners on hand to answer questions and help select plants. Also garden tools and yard art donated by members as well as home-baked desserts. Cash only. Rain date is Saturday, May 17. Visit www.desplainesilgardenclub.com.

Gardeners of Central Lake County Garden Club Plant Sale: 8:30-11 a.m. Saturday, May 10, at Crawford Warming House, 817 Lake St., Libertyville. Natives, vegetables, perennials, annuals, herbs and more. Plants grown from seed, cuttings and bulbs. Also, browse the garden treasures shop. Visit www.gardenersofcentrallake-county.org.

Rolling Meadows Garden Club Plant & Craft Sale: 9 a.m.-2 p.m. Saturday, May 10, at Rolling Meadows Park District, 3000 Central Road, Rolling Meadows. Premium hanging baskets, flowering annuals, perennials, vegetables, accent plants, milkweed and outdoor nature art and crafts. Visit www.rollingmeadowsgardenclub.com.

St. Hugh's Annual Plant, Patio & Craft Sale: 9 a.m.-2 p.m. Saturday, May 10, at St. Hugh of Lincoln Episcopal Church, 36W957 Highland Ave., Elgin, at

Randall Road. Homegrown flowers, herbs and vegetables, and pre-owned patio and garden tools. Dozen vendors with hand-crafted Mother's Day gifts. Visit stugh.net.

University of Illinois Extension Master Gardeners' Plant Sale: 9 a.m.-p.m. Saturday, May 17, University of Illinois Extension grounds, 100 S. Route 45, Grayslake. Features nursery-grown varieties not readily available at traditional garden centers — natives, new cultivars of perennials, grasses and pollinator-friendly plants. Many varieties of home-grown tomatoes, along with other vegetables and herbs, will be available. Also, shop "Garden Treasures" for new and gently used items for your landscape and home. Master Gardeners will answer gardening questions and help with plant selection. Call (847) 223-8627 or visit extension.illinois.edu/events/2025-05-17-lake-county-2025-plant-sale.

Garden Club of Lake Zurich Plant Sale: 8 a.m.-noon, Saturday, May 17, at Ela Area Public Library, 275 Mohawk Trail, Lake Zurich. Hundreds of homegrown perennials, annuals, natives, salvias, vegetable seedling ground covers, houseplants, herbs, plus garden books and decor. Plants are in sterilized soil to deter the spread of invasive weed species. Get expert advice from Master gardeners and other members of the club.

See CALENDAR on PAGE

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Thursday, April 24, 2025

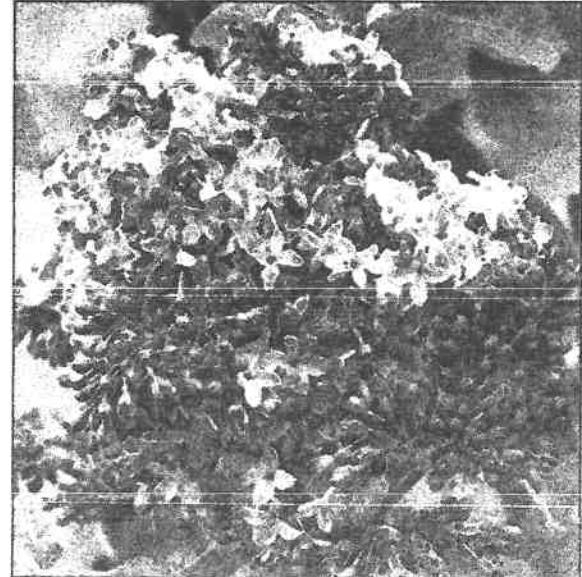


SUBMITTED PHOTO Rock Valley Publishing

Meet 'Declaration'

The area's largest lilac sale, in Lombard, will be held on Thursday, May 8, in Lilacia Park (near the Metra station) from noon until 7 p.m. or sold out. You may choose from 19 different lilacs of varying sizes. Colors of the blooms range from deep violet, magenta and lilac to pink, blue and white. Proceeds support the Lombard Garden Club's scholarship program, community beautification projects and educational outreach about the environment and gardening in our region. This week's feature is Declaration (*Syringa xhyacinthiflora*). The name refers to the U. S. Declaration of Independence, July 4, 1776. It is an early bloomer, fragrant with magenta and purple flowers. Fast growing, it reaches a height of 6'-8' and a spread of 6'-7'. It is similar to "Old Glory" with green foliage and it is one of 19 cultivars available at the Lombard Garden Club Lilac Sale. You may view color photos of the lilacs at www.lombardgardenclub.org.

LOMBARDIAN MAY 1, 2025



SUBMITTED PHOTO Rock Valley Publishing

Meet 'Saugeana'

This week's feature is Saugeana (*Syringa xchinensis*). It is named for Pierre Sauge, a florist and originator of the cultivar. This lilac grows to 10-12 feet tall and has a 5-10 foot spread. It blooms mid-season, is quite fragrant and has pinkish-purple blossoms. This cultivar and 18 others are for sale on Thursday, May 8, at the area's largest lilac sale in Lombard, in Lilacia Park near the Metra station from noon until 7 pm or sold out. You may choose from 19 different lilacs of varying sizes. Colors of the blooms range from deep violet, magenta and lilac to pink, blue and white. Proceeds support the Lombard Garden Club's scholarship program, community beautification projects and educational outreach about the environment and gardening in our region. You may view color photos of the lilacs at www.lombardgardenclub.org.

Mention this flyer! Dine in OR carry out 630.519.3747

ROSEMARY & JEANS

ITALIAN RESTAURANT

LET'S DO LUNCH!

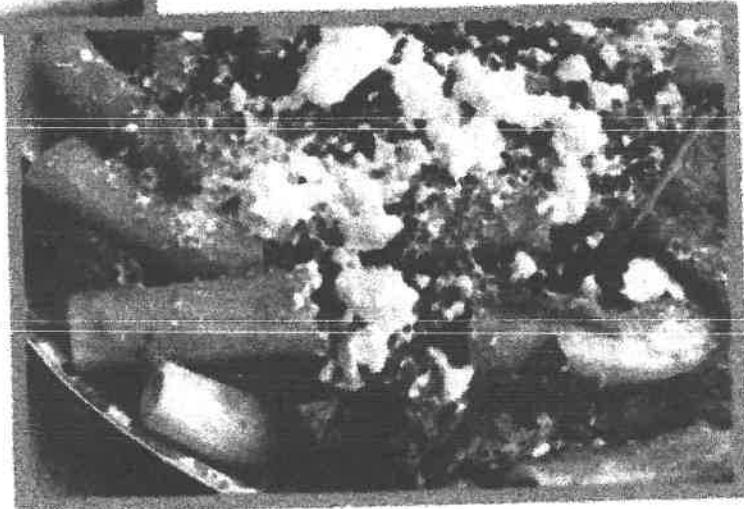
116 South Main Street, Lombard



MEATBALL SUB
SANDWICH WITH
VESUVIO FRIES

JUST MENTION
"LILAC SALE"

RIGATONI WITH
SAUSAGE & GOAT
CHEESE



→ 15% off lunch for anyone who supported the
Lombard Garden Club by purchasing Lilacs on 5/8.

EMAIL: info@lombardgardenclub.com

COLLABORATED WITH LOCAL RESTAURANT
FOR MARKETING

This event was
funded in part by
the Village of
Lombard through a
local Tourism Grant.

