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**The Great Grow Along**

**3/18/2021 - 3/21/2021**

**Online event**

A four-day online event designed to connect and empower the 16 million new gardeners who started gardening in 2020 and to ensure they become lifelong consumers. Lifestyle taste-makers, plant gurus and cutting-edge designers will offer engaging and accessible garden content to help inexperienced gardeners be successful and fall in love with the hobby.

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