

PRESS RELEASE: AVSA 2014 CONVENTION & SHOW IN NASHVILLE

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Free-Use Images to accompany release: <http://www.optimara.com/avsa2014/index.htm#press>

We are pleased to announce that the African Violet Society of America's (AVSA) 68th annual convention and show is coming to the Nashville metro area May 26th through June 1st, 2014. This colorful event will be hosted by Nashville's own Optimara Violets, the largest African Violet grower in the USA.

Growers and enthusiasts from around the country will exhibit a dazzling array of African Violets at the Sheraton Music City Hotel. A commercial vendor showroom will satisfy visitors' craving to own one of these beautiful plants. To celebrate the first AVSA convention in Nashville since 1953, Optimara will be introducing *the first retail-available green African Violet*.

A special attraction for this year's show will be public tours of the Optimara greenhouse during convention week. At over 500,000 square feet, it is the largest African Violet greenhouse on the continent, supplying 80% of all violets to US stores and is just minutes from downtown Nashville.

The AVSA convention offers workshops, lectures, and tutorials for members. Presentations range from tips on photography, growing show plants, gesneriads and more. Visitors can expect to see a showroom of award-winning plants, flaunting the endless diversity and eye-catching beauty of the African Violet. The vendor area gives local flower enthusiasts a chance to buy many rare varieties. Prior attendees agree that there's no question of why the African Violet has remained the world's most popular house plant for over 50 years.

Come out for a rare event that will provide 100% more eye candy and natural beauty than anything else this spring.

Event Details:

The show room is open to the public on:

Friday, May 30, 2014 9:00am to 5:00pm

Saturday, May 31, 2014 9:00am to 4:00pm

Sheraton Music City Hotel

777 McGavock Pike Nashville, TN 37214

[GOOGLE Map Link](#)

Note: There is a \$5.00 admission charge for people who are not AVSA members.

OPTIMARA Tours - Tours are On the Hour

Every Hour, Friday May 30th 9am to 5pm -

Saturday May 31st 9am to 4pm. FREE

Holtkamp Greenhouses / Optimara

1501 Lischey Ave. Nashville, TN 37207

[GOOGLE Map Link](#)

*No Sales On the Tours. To purchase African Violets visit the vendors who will be set up at the convention showroom Friday and Saturday.

** Parking is on the left once you enter the gate, when that fills up then park by the front office. Space is somewhat limited so carpool with convention friends if possible..

About the AVSA

AVSA is the International Cultivar Registration Authority for the genus *Saintpaulia* and its cultivars. It was organized in 1946, and incorporated on June 30, 1947. Since then it has grown to be the largest society devoted to a single indoor plant in the world. It is a 501(c)(3) charitable organization. The Society hosts the annual convention and publishes a bi-monthly full-color 64-page magazine, the *African Violet Magazine*.



About Holtkamp Greenhouses/Optimara

Optimara has roots in African Violet development tracing all the way back to the 1930s. It is the American brand of the world famous Holtkamp greenhouses in Germany, and is still a family-run business. Optimara has been the leading innovator in breeding retail-ready violets which can be shipped while in bloom as well as creating the world's only line of "Space Violets" from seeds which traveled in orbit with NASA for six years.

AVSA's 68th consecutive convention and show will be held May 25 – June 1, 2014, at the Sheraton Music City Hotel in Nashville. Holtkamp Greenhouses, Inc. will be hosting this convention with the assistance of the Lone Star African Violet Council and the Mid Atlantic African Violet Society.



OPTIMARA [EverFloris Space Violets](#) [Continuous Blooming!](#)

