



MARK'S GARDEN

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FOR IMMEDIATE RELEASE

MARK'S GARDEN® DESIGNS UNIQUE FLORAL CENTERPIECES FOR THE 90th OSCARS® GOVERNORS BALL

HOLLYWOOD, CA (February 22, 2018) – Celebrity floral designer Mark Held, of MARK'S GARDEN®, has been selected as the exclusive florist for the 2018 Governors Ball, the Academy's official post-Oscars® gala. Held and his team have created table décor combining succulents and florals arranged in a variety of gold and copper containers in celebration of the 90th year. Mark's Garden is working in tandem with Academy Governor and Awards and Events Committee chair Lois Burwell and Sequoia Productions event producer Cheryl Cecchetto to ensure this year's Ball honors the Oscars' 90th year.

Inside the ballroom, MARK'S GARDEN® will arrange 5,000 succulents with thousands of roses and ranunculus that will arrive from South America, Holland, and California at Mark's Garden's studio early in the week to be ready for the Ball.

Following the Ball, the succulent plants displayed will be planted at the Motion Picture Television Fund for the residents to enjoy as part of the Oscars 90th anniversary celebration.

MARK'S GARDEN® is celebrated for innovative floral designs for large scale events and weddings for clients such as Idina Menzel & Aaron Lohr and Josh Flagg & Bobby Boyd. Held is also a favorite florist for celebrities such as Beyoncé, Jennifer Hudson, Jessica Simpson, Fergie and many more. Additionally, Held is a favorite guest on national television shows and is a popular guest speaker on the art of floral design and creative entertaining. For more information, visit www.marksgarden.com.

The 90th Oscars® will be held on Sunday, March 4, 2018, at the Dolby Theatre® at Hollywood & Highland Center® in Hollywood, and will be televised live on the ABC Television Network at 6:30 p.m. ET/3:30 p.m. PT. The Oscars also will be televised live in more than 225 countries and territories worldwide.

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