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SOLARADIANCE CHANGES CONTAINER GARDENING

Auburn, Ala.- With the increased demand for and recent popularity of container gardening, Young's Plant Farm is now expanding their product offering to include a new solar-lighted, decorative planter that doubles as an outdoor lighting solution.

The planter, named SolaRadiance because of the solar-powered light incorporated into the design, borrows energy from the sun to illuminate plants at night.

The reusable SolaRadiance planter creates a visually appealing addition to all outdoor spaces and can provide lighting in hard-to-access areas without the cost of electricity. Popular consumer uses of the product include incorporating SolaRadiance into an outdoor patio area, flanking a front door or accenting a pool. Additionally, SolaRadiance has many non-traditional uses, including using it indoors as a home accent piece, pairing it with a poinsettia for holiday décor or including it in a tablescape.

SolaRadiance was created by Young's Plant Farm Senior Account Executive Chris Montgomery.

"SolaRadiance combines the decorative look customers want, while utilizing solar-powered lights to create an outdoor space different from your neighbor's," Montgomery said. "This planter is durable, versatile and able to be reused and incorporated into any outdoor gathering."

The SolaRadiance design includes a round planter, leaf-designed trellis and solar light with rechargeable batteries. When fully assembled, SolaRadiance stands approximately 24 inches tall, and allows home gardeners to create their own flower combination or insert any standard 1.5-gallon hanging basket.

Montgomery is pleased with how several test groups have reacted to the planter thus far.

"We've sent out planters to several gardeners around the country, and we have received nothing but positive feedback," he said. "They not only like the copper design of the planter and the solar light, but they love the versatility of the planter and the ease of being able to change out the soil and plants with each season."

Beginning in spring 2014, SolaRadiance will be available in garden centers and mass retailers throughout the southeast, as well as on QVC and qvc.com. Additionally, SolaRadiance plans to add a second colored planter for consumers to choose from. It will have silver accenting and a brushed nickel solar cap.

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For more information about SolaRadiance, visit solaradiance.com or contact Jessie King at jessie@createtwo.com or (334) 246-1535.

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