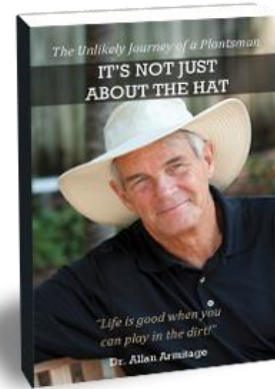




For Immediate Release

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Armitage Memoirs Coming in March

Madison, OH (March 3, 2015) - It's Not Just About the Hat – The Unlikely Journey of a Plantsman (2015). Dr. Allan Armitage—author of over a dozen books, a perennial and annual mobile app, teacher, lecturer and one of the most respected plant authorities in the green industry—has penned his memoirs. His stories depict his unlikely trajectory as a shy boy from a quiet neighborhood in Montreal to a world-renowned plantsman.

Of his memoirs, Dr. Armitage says, "I had no intention of writing about myself. I could not imagine anything more boring or presumptuous. However, after weaving many tales about my family and background through plant talks and stories, people kept asking, 'How did you get here from there?' so I finally decided to write a few things down. I am not a politician, a rock star or a famous athlete. I cannot enthrall you with drugs, sex or money, just a few stories that most of us can probably relate to."

This book exemplifies everything you have come to expect from one of the most engaging storytellers today. From digging graves to braving North Atlantic storms, Dr. A's adventurous life is revealed like an unfurling bloom—each petal just a little wilder than the one before.

Pre-Order Your Copy Today

It's Not Just About the Hat makes a perfect gift for any horticulturist, gardener, student or plant breeder. Paperback list price is **\$19.95**, book size is 6" x 9". Take advantage of Allan's exclusive offer for garden writers and editors - **FREE** shipping if ordered by **April 15, 2015** from Dr. A's [website](#). Use promo code: **GG2354**.



What Does the Perennial Diva Say?



"How does someone like Allan begin his journey to green stardom? We all travel many different paths to later emerge as our more mature selves. In life one has choices and sometimes we cannot see the end point. In this cheeky autobiography, Allan tells the true story of all his trials and tribulations. An iconic figure does not just emerge. They are molded by all of the different experiences in their lives. I think all of you who know Allan or who have his many books or his former students, or those who loved his presentations will want to buy this unique book. The book certainly tells it like Allan sees it!"

Photo credit: Rob Cardillo

- Stephanie Cohen, [The Perennial Diva](#) and [GWA Fellow](#)

Book Dr. Alan Armitage Today

Dr. A is available for book signings, speaking engagements and radio appearances. Please contact [Allan](#) directly for more information.

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About Allan Armitage



Allan M. Armitage is an Emeritus Professor of Horticulture at the University of Georgia. Dr. Armitage travels widely as a lecturer and industry consultant. He has received numerous awards from nursery trade groups and horticultural organizations. For more information on this book, his thirteen perennial titles, garden tours, speaking engagements or Dr. A's mobile phone app, please visit his [website](#).

About Upshoot



UpShoot, LLC is a boutique horticulture marketing firm offering expert sales, marketing and licensing of new plant introductions to North America, Canada, Europe and Australia. UpShoot provides a wide range of services including new plant research and development, writing plant patents, trademarks and licensing agreements for growers and breeders, marketing services and gardening-related products to licensed growers, retailers and consumers. For more information, contact Maria Zampini, President at 440-812-3249 or maria@upshoothort.com.

About LCN Selections



Living, supporting &
sharing horticulture.

[LCN Selections](#) is the patent and trademark division of Lake County Nursery. This collection of plants was originally started by Jim Zampini in 1977 with his first patent on [Weeping Candied Apple™ crabapple](#). Zampini grew the portfolio to its present state of over 200 new plant introductions. A network of licensed growers across the United States, Canada, Australia and Europe offer [LCN Selections](#) as finished product and in liner sizes.