

FOR IMMEDIATE RELEASE

### **Montague Street Will Bloom with Over 3,000 Daffodils Next Spring**

BROOKLYN HEIGHTS, New York—October 22, 2009—The Montague Street Business Improvement District announced today that more than 3,000 daffodils would be planted around Montague Street's trees this autumn. Installation of the bulbs will begin in late October. On November 4<sup>th</sup>, middle-school students from St. Ann's School will participate in the planting, under the instruction of tree educators from Trees New York ([www.treesny.org](http://www.treesny.org)).

"Come April, Montague Street should rival the Botanic Garden for blooms per square foot! We hope the flowers, sponsored by local merchants and property owners, bring some spring joy to our Brooklyn Heights neighbors and visitors," said Chelsea Mauldin, executive director of the BID. "We're also delighted that the students from St. Ann's are assisting, as part of their commitment to community service."

The spring-blooming bulbs will be installed in single-variety drifts around the Montague Street BID's street trees. The plantings will include most of the major *Narcissus* species – including trumpet, cyclamineus, tazetta, jonquilla, poeticus, and large cup types – and feature 18 different varieties: Topolino, Jack Snipe, Little Gem, February Gold, Rijnveld's Early Sensation, Barrett Browning, Ice Follies, Spring Pride, Accent, Tripartite, Fortune, Minnow, Thalia, Pheasant's Eye, Flower Record, Fortissimo, Suzy, and Hillstar. (See accompanying images of Fortissimo, Ice Follies, and Spring Pride, courtesy of John Scheepers Flower Bulbs.)

The bulbs represent the culmination of the BID's tree-pit improvement project, which included enlarging over four-dozen tree pits, refurbishing topsoil, and installing custom wrought-iron guards around each tree. Council Member David Yassky arranged for funding for the guards, which were installed over the summer of 2009 by the Department of Parks & Recreation. In addition, at least four replacement trees will be planted on Montague Street this fall, with installation courtesy of the Parks Department or individual property owners.

The mission of the Montague Street Business Improvement District is to improve all aspects of Montague Street, from beautifying the public realm to supporting our local merchants and national retailers. We're committed to making Montague Street a great place to work, live, and shop. More information is available on our website, <http://www.montagueBID.com/>.

Photo Credit: John Scheepers Flower Bulbs ([www.johnscheepers.com](http://www.johnscheepers.com))

**Contact: Chelsea Mauldin**  
**[cmauldin@montagueBID.com](mailto:cmauldin@montagueBID.com)**  
**office: 718-522-3649**  
**mobile: 917-862-0617**

Montague Street  
District Management  
Association, Inc.

157 Montague Street  
2nd floor  
Brooklyn, NY 11201

TEL 718-522-3649  
FAX 718-522-3652

[www.montaguebid.com](http://www.montaguebid.com)

###