



Media Contact: DP&A, Inc. / David Perry (415) 676-7007 / [news@davidperry.com](mailto:news@davidperry.com)

**MEDIA ADVISORY / REQUEST FOR ONSITE COVERAGE:  
SATURDAY, MARCH 4: 1pm 'til 4:30pm**

WHO: Royal Athos, in community partnership with The Union Square Alliance, the Netherlands Consulate in San Francisco, and San Francisco Recreation and Parks

WHAT: Present American Tulip Day

WHEN: Saturday, March 4: 1pm 'til 4:30pm

WEB: [www.visitunionsquaresf.com](http://www.visitunionsquaresf.com)  
[www.flowerbulbday.com](http://www.flowerbulbday.com)

WHAT: Today in Union Square Plaza, it's American Tulip Day: a colorful display of over 80,000 American-grown tulips, grown from Dutch bulbs, covering Union Square in celebration and honor of International Women's Day. The public is invited to come and pick a free bouquet of tulips for themselves or as a gift to a woman who has inspired them this past year.

The Mayor of San Francisco, London N. Breed, and the President of Royal Anthos, Henk Westerhof, will open the ceremony at 12:00pm. At that time, Westerhof will present a bouquet of tulips to the Mayor named after her. "The Dutch people are grateful for the strong relationship with the City of San Francisco. To thank the city and the Mayor for receiving Dutch Queen Maxima in September 2022, we will name a special tulip after Mayor London Breed and gift Dutch tulips to Bay Area residents," said Consul-General Dirk Janssen.

"American Tulip Day brings spectacular beauty and cheer to Union Square," said **Marisa Rodriguez, CEO of Union Square Alliance**. "The tulips symbolize Spring, a metaphorical renewal of the District, and the perfect kick-off to our annual **Union Square in Bloom** Initiative. The display of 80,000 American-grown tulips, grown from Dutch bulbs, is breathtaking and even more special because they honor International Women's Day. What a beautiful and special way to thank the extraordinary women who inspire us daily. We

hope it will become a new International Women's Day Tradition to gift tulips to the women in our lives."

The Royal Athos presents the tulip garden in community partnership with the **Union Square Alliance, Netherlands Consulate in San Francisco,** and **San Francisco Recreation and Parks.** It is open to the public at 1 pm and closes at 4:30 pm. By that time, all 80,000 tulips will be picked, giving many households an incredible feeling of early Spring. As March 8 is International Women's Day, what better way to celebrate this special day than with fresh, colorful tulips? Access to the garden is free, and so are the tulips! We expect many people, so if you plan to visit the event, we encourage you to use public transport.

"Science confirms that flowers make us happy and promote compassion and kindness for others. Seeing the joy on thousands of people's faces is so powerful. There is nothing else like the feeling American Tulip Day brings," exclaims Peggy Anne Montgomery from Garden Media Group. "Tulips are the perfect way to honor women and spread the joy that only fresh flowers can bring. We hope it will become a new tradition to share a bouquet of tulips with the special women in our lives on International Women's Day."

### **About the Union Square Alliance:**

The Union Square Alliance serves members and creates a high-quality visitor experience by managing and activating public spaces, attracting new investment, and advocating for the district's future success. Union Square is the vibrant heart of San Francisco and an international destination where visitors come to enjoy exceptional retail experiences, luxury hotels, world-class cultural institutions, and great public spaces found only in the City by the Bay. A lively 27-block community surrounding Union Square Park in the heart of San Francisco makes up the Union Square Alliance. It is bordered on the north by Bush Street, on the east by Kearny Street, on the south by Market Street and on the west Taylor Street. For more information on the Alliance, go to [www.visitunionsquaresf.com](http://www.visitunionsquaresf.com)