

MEDIA ALERT

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58th Annual Pacific Orchid Exposition Rolls Out Brand New Features Largest orchid exposition in the country showcases new hours for 2010 show



The pervasive rhythm of dance music, the surge of the crowd losing itself in merriment and the vigor of life itself: this is Carnaval.

Carnaval is a pre-Lent bacchanal that occurs in cities and villages throughout the Latin world, and now everyone can experience the spirit of this international celebration as the 2010 Pacific Orchid Exposition returns to Fort Mason Center, February 26-28, 2010.

The theme of the 58th annual Pacific Orchid Exposition is Carnaval because of the famed events' numerous parallels to the orchid species. For many, the event represents a riot of color, form and fragrance... and yet, a similar riot of life goes on in the forests and mountains, in cities and villages, all around the world. The same wild colors, fanciful forms and lascivious scents are displayed by wild plants and animals and a similar compelling rhythm encompass their calls and songs.

The hues and fanciful shapes, seemingly the imagination of nature itself, reaches its zenith in Orchids, and they bring to mind the costumes of the dancers who parade through the street. And, much like the participants in Carnaval, orchids seem to thumb their noses at often difficult and unpredictable conditions, thriving and showing off in the most unlikely of places.

Orchids in their spring revel remind all of nature's beauty and bounty, of the triumph of life, and pure joy that is found in beauty. The San Francisco Orchid Society encourages everyone to forget the worries of the world, and lose themselves in the beauty and intensity of Carnaval.

WHO: The San Francisco Orchid Society
WHAT: "Carnaval" The 58th annual Pacific Orchid Exposition
WHERE: Fort Mason Center, San Francisco CA

NEW DATES and HOURS

WHEN: February 26-28, 2010
HOURS: *Friday:* Early Bird Preview 9:00-10:00 am (tickets good for the entire day on Friday)
General Admission: 10:00 – 5:00 pm
Gala Benefit : 6:30 – 10:00 pm
Saturday: 10:00 am – 6:00 pm
Sunday: 10:00 am – 5:00 pm
COST: Early Bird Preview: \$20 (includes complimentary champagne and pastries)
Gala Benefit: \$35 advance/online and \$40 at the door (includes wine glass and tastings)
General Admission: \$12 online/\$14 at the door, Seniors(65+): \$8 online/\$10 at the door
INFO: Call 415.665.2468 or visit www.orchidsanfrancisco.org
PRESS: Contact Frances Larose or Liz Stigge at 650-548-6700 or email lstigge@prmagic.com

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Photos, Interviews and Additional Information Available