



Village Nurseries Collaborates with Nicholas Staddon on Strategic Marketing Partnership

Specialty Grower Poised to Launch New Branding Initiatives

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ORANGE, Calif.--([BUSINESS WIRE](#))--Village Nurseries has entered into a strategic marketing partnership with 30-year industry veteran and new plant specialist Nicholas Staddon, under which he will represent the wholesale nursery and specialty grower in a series of branding initiatives aimed at the landscape professional marketplace.

According to the company's vice president, Mark Marriott, Mr. Staddon will be representing Village Nurseries at industry events; creating a series of informational videos; providing speaking opportunities at horticultural encounters, open houses, and meet-and-greets; searching for new plants and materials; and contributing to the company's newsletter and blogs.

"What attracted me to Village Nurseries is their unwavering commitment to be a leader in the landscaping industry," Mr. Staddon explained. "They understand the value of innovation, being current and watching trends. I feel that with my background I can step in and continue to build their brand and deepen their industry recognition."

"The addition of Nicholas to the Village Nurseries team exemplifies our continued commitment to be the reliable resource to our customers for innovative plant materials as well for providing solutions to some of today's challenging landscape demands," Mr. Marriott commented.

Mr. Staddon served as the director of new plants and national spokesperson for Monrovia Growers for over 25 years. Working with professional plant breeders, hybridizers, and explorers, he scoured the globe for new discoveries in the plant world. He has long been a sought-out resource and guest for television and radio gardening shows across the U.S., and also worked closely with professional garden communicators, providing information on plants both old and new.

To support Village Nurseries' new plant and outreach programs, Mr. Staddon will help create a series/library of videos. In addition, he will work with plant breeders, explorers, and hybridizers in the pursuit of new and existing plants that will fill the needs of the landscape customers and the design community who rely on Village Nurseries to provide the appropriate regional plant mix for their jobs and designs.

Born in England, Mr. Staddon attended Otley Agricultural College, dividing his time between farm and school and receiving his accreditations in the Agricultural Sciences. He is professionally affiliated with the Royal Horticulture Society, the California Association of Nurserymen, and AmericanHort. He is an advisor to The Mediterranean Garden Society Southern California, and serves on the board of advisors to Mount San Antonio College, Agricultural and Horticultural Sciences, and Cal-HIP, California Horticultural Invasives Prevention.

Mr. Staddon can be reached by email at ThePlantsman@villagenurseries.com.

About Village Nurseries

Founded in 1976, Village Nurseries currently has sales offices in Orange and Sacramento, California and more than 950 acres under cultivation in growing facilities throughout Northern and Southern California. It serves markets throughout the western United States while maintaining four specialty [Landscape Center](#) locations to serve landscape professionals. For more information, visit <http://www.villagenurseries.com>

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