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Pennington Celebrates Overlooked Plant Moms for Mother's Day in Humorous Spot

Audio spot raises plants to the level of babies, to comedic results

ATLANTA--(BUSINESS WIRE)-- Every year, millions of moms are celebrated on Mother's Day. But [Pennington](#), a leading lawn and garden brand in the Central Garden & Pet Company portfolio, is hoping to bring an underappreciated type of mother into the spotlight: Plant Moms.

Many millennials consider themselves to be "plant parents." To celebrate them, Pennington created a new audio spot with DAVID Miami mixing up the worlds of traditional motherhood and plant motherhood — from not feeding your "kids" for days, to making all of them "live in the backyard." Of course, any normal mom would be seen as a terrible mother if they acted this way, but for Plant Moms, it's just another average day.

In addition to the audio spot, the brand created a series of humorous e-cards for fans to share with the plant moms in their lives to give them the appreciation they'd never hear from their leafy babies. The e-cards are available across social media platforms like [META](#), [X \(Twitter\)](#), and [TikTok](#).

"Plant moms do a lot of work that gets taken for granted to keep their lawns and gardens happy and healthy. Don't they deserve to be appreciated too? Their plants obviously can't thank them, so we wanted to instead," says Dan Hoeller, VP of Marketing at Central Garden & Pet.

"The way we treat our plant children is different than our real kids. So, we really leaned into that humor to create a piece that we knew all the plant moms out there could really relate to and appreciate," says Edgard Giansesi, CCO of DAVID Miami.

The campaign follows up on the brand's new 'Grow from a New Angle' platform, aiming to see the world of lawn and garden through a more sustainable and expressive lens.

About Pennington

For over 75 years, Pennington has provided consumers with high-quality, innovative products to help them design the outdoor living spaces of their dreams. From high-quality grass seed, soil, and fertilizers to plant seeds, plant food, and wildflower mixes to wild bird food, feeders, and habitats, Pennington offers products and solutions that work together with nature to create beautiful and sustainable environments that everyone can care for and enjoy. Pennington – Nurture Your Roots. To learn more, visit <https://www.pennington.com/>.

About Central Garden & Pet

Central Garden & Pet Company (NASDAQ: CENT) (NASDAQ: CENTA) understands that home is central to life and has proudly nurtured happy and healthy homes for over 40 years. With fiscal 2023 net sales of \$3.3 billion, Central is on a mission to lead the future of the Pet and Garden industries. The Company's innovative and trusted products are dedicated to helping lawns grow greener, gardens bloom bigger, pets live healthier, and communities grow stronger. Central is home to a leading portfolio of more than 65 high-quality brands including Amdro®, Aqueon®, Cadet®, Farnam®, Ferry-Morse®, Four Paws®, Kaytee®, K&H, Nylabone® and Pennington®, strong manufacturing and distribution capabilities, and a passionate, entrepreneurial growth culture. Central Garden & Pet is based in Walnut Creek, California, with 6,700 employees across North America and Europe. Visit www.central.com to learn more.

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