Vinca Cora®
Thrives in heat and performs better than other vinca

Why plant it:
No more “sudden death” in hot or humid climates! Cora has better genetics than common vinca (periwinkle) – it’s more disease resistant, has better heat and drought tolerance, and stays in color longer.

Where to plant and key care tips:
Vinca Cora is an upright type, perfect for containers and landscape applications. Cora Cascade is a trailing/spreading type for baskets or beds. Plant in full, all-day sun. No special plant food needs.

Light: 6+ hours daily
Water: when soil is dry to touch
Height: 14-16”

For Facebook/newsletters:
Common vinca, also known as periwinkle, is a longtime garden favorite but very susceptible to “sudden death” in hot, humid climates. Plant breeders finally found a cure: Cora vinca significantly improves the plant’s performance and durability. It’s more disease resistant, has better heat and drought tolerance, and stays in color longer.

Cora actually thrives in heat and humidity – this vinca can survive all types of climate stress, including seasonal rain and cold snaps in fall. Cora lasts until frost, produces tons of gorgeous blooms, and is super easy to grow. Plant it in containers or in the garden – it’s also useful as a border or ground cover – just be sure Cora gets lots of sun and has good soil drainage.

Video: http://youtu.be/6BnTFDQsWZ8

All About Color page for more resources:
www.allaboutcolor.com/plants/vinca-cora

RETAILER INFO Vinca Cora is available in:
- 6.5” 6-pack All About Color Select (Sunbelt only)
- 3.5” 18-pack Basic Annual (Sunbelt only)
- 3-06 Premium flat (Wenke only)
- Assorted planters
- Vinca Cora Cascade is also available; size varies by location

Merchandising Ideas:
- Display with POP poster and bench card
- Cross-merchandise with containers and soil