BIRDS&BIQOMS.

BEAUTY IN YOUR OWN BACKYARD

Great Gardens for LESS

GARDEN SPECIAL

COMMON YELLOWTHROAT

BIRDS&BIOOMS

North America's #1 bird and garden magazine

Editor Heather Lamb **Art Director Sue Myers** Managing Editor Stacy Tornio Associate Editor Crystal Rennicke **Editorial Assistant Kirsten Sweet** Copy Editor Susan Uphill Senior Editor/Internet Director Mindy Brooks Layout Designer Dena Ahlers Graphic Artist Intern Dane Gagnon **Editorial Intern Rose Davis** Photo Coordinator Trudi Bellin **Assistant Photo Coordinator** Mary Ann Koebernik **Contributing Editors** George Harrison, Melinda Myers, Tom Allen Creative Director Sharon Nelson CFO. Home & Garden Mark Andersen CMO, Home & Garden Lisa Karpinski President, Home & Garden and Health & Wellness Alyce C. Alston

THE READER'S DIGEST ASSOCIATION, INC: **President and Chief Executive Officer** Mary G. Berner

President, Global

Consumer Marketing Dawn M. Zier

ADVERTISING SALES Associate Publisher, Sales Chris Dolan Associate Publisher, Marketing Christine Escribano New York Greg Messina, Tuck Sifers, Whitney Man (assistant)

Phone: 1-212/850-7226; fax: 1-212/696-9519 Chicago Carl Benson Phone: 1-312/540-4824; fax: 1-312/540-9556

Detroit Scott Hayes Phone: 1-248/265-4480; fax: 1-248/265-4482 Texas Dan Kellner

Phone: 1-972/529-9687; fax: 1-972-562-5763 West Coast Catherine Marcussen E-mail: Catherine_Marcussen@rd.com

Canada Fenn Co. Stuart Teather Phone: 1-905/833-6200; fax: 1-905/833-2116

Vol. 15, No. 2, April/May 2009 © Reiman Media Group, Inc., 2009. "BIROS & BLOOMS" (ISSN 1084-5305) (USPS 013-271) (Canadian GST No. 876052820 RT). (Canadian Distribution) Publications Mail Agreement No. 40065693, "Periodicals postage paid at Greendale, WI and additional mailing offices," Published bimonthly by Reiman Publications. Printed in USA. Birds & Blooms

is a registered trademark of Reiman Media Group, Inc. Editorial offices: 5400 S. 60th St., Greendale WI 53129-1404. Send stamped return envelope with photos, manuscripts and in-

"POSTMASTER: Send address changes to Birds & Blooms, P.O. Box 5294, Harlan IA 51593." Send undeliverable Canadian addresses to: Canada_UPM_Harlan@cpmx.ca.
Subscription prices in U.S.; \$19.98 for 1 yr.; \$29.98 for 2 yrs.;

\$39.98 for 3 yrs. (Canada: 1 yr., \$23.98 CDN plus 5% GST or 13% HST, where applicable, international subscriptions: \$25.98 per year, U.S. funds prepaid.) Send new subscriptions to P.O.Box 5294, Har-

lan IA 51593-0794. Allow 4-6 weeks.

For address changes, include both old and new addresses, if the Port Office alents us that your magazine is undeliverable. we have no further obligation unless we receive a corrected addoes within I year.

Consumer Information: Birds & Moons may disceinformation about your will repetiable companies in order for them to offer you products and services of interest to you. If you'd rather we not Share information, write to Birds & Shoores Continues Service Mail-ine List, P.O. Base 5234, Harian IA 51543.



Birds & Risonne is printed on recycled paper

From the Editor:

Whew! I always knew Birds & Blooms readers were a creative bunch, but I was blown away by the inventive and enthusiastic response to the Name This Plant challenge we announced in our Feb/Mar issue.

We received close to 20,000 suggested names for this beautiful new coreopsis from Terra Nova Nurseries. And, after reading all the E-mails and opening all the envelopes, the Birds & Blooms and Terra Nova staffs have narrowed the list to this final six:

Crimson Snowflakes, Fire and Ice, Peppermint Kisses, Peppermint Twist, Ruby Frost, Valentine Lace

TIME TO VOTE. Now it's up to you to help decide the final name for this plant. Due to the quick turnaround needed to get this plant ready for Terra Nova's 2009/2010 lineup, we are asking you vote on-line at www.birdsandblooms.com. (If you don't have a computer, we hope you can find a friend or family member to submit your vote for you. Or visit your local library to use the Internet.)

Voting ends April 8, and then Terra Nova will announce the new name in their summer catalog, and Birds & Blooms will publish it as well. We'll also print the names of the readers who submitted the winning moniker. (Each of these six final names was submitted by more than one person.)

GET YOUR OWN COREOPSIS. If you want to add this unique red and white coreopsis to your landscape, it will be available in spring 2010. We'll let you know then where you can purchase it.

This coreopsis has been in development at Terra Nova's Canby, Oregon nursery for 5 years. Dan Heims, the president and co-owner of Terra Nova,

> says this plant is a long-blooming color breakthrough that will also attract butterflies.

Based on what we've already heard from readers, I think it's going to attract a lot of attention from gardeners, too!

Heather Ramb



What's the best name for this new coreopsis? Cast your vote at www.birdsandblooms.com.

Customer Service CALL 1-800/344-6913

or write to Birds & Blooms Customer Service, P.O. Box 5294, Harlan IA 51593; or send an E-mail to rpsubscustomercare@custhelp.com.

> ON THE COVER Common yellowthroat by Maslowski Wildlife

