



We're Tickled Pink! Wave® Celebrates 30 Years with the First-Ever National Wave Day

May 3 marks a colorful celebration of the brand's legacy and all things blossoming.



For 30 years, Wave® has brought bold color, effortless beauty and a whole lot of joy to gardens across North America. Now, to mark this milestone anniversary, the brand is thrilled to announce the official launch of National Wave Day, taking place each year on May 3.

Aligning with the start of spring gardening season, May 3 is a moment to celebrate what's blossoming – both in your garden and in your life. Whether you're adding Wave® Petunias to your own outdoor space or honoring a mom in your life ahead of Mother's Day, National Wave Day is a joyful reminder to slow down and appreciate beauty, growth and connection.

"We're absolutely tickled pink to have a day that celebrates not just Wave®, but our community of gardeners who've helped grow the brand over the past three decades," says Sarah Makiejus, Global Marketing Manager of PanAmerican Seed. "National Wave Day is about happiness in the garden – from planting the season's first blooms to sharing that joy with friends, family and neighbors."

To kick off the celebration, Wave is offering fans fun, free ways to get involved. Download your official National Wave Day badge, customize a Wave Day party invitation to share with loved ones and print a Wave coloring sheet. All the materials needed for the holiday are available at WaveGardening.com, and fans are encouraged to check out @wavegardening on social media for giveaways, inspiration and special surprises.

Wave® also encourages gardeners to make the day their own. The celebration can be as simple or creative as you like – gather friends for a backyard potting party, plant a flower in memory of someone you love or wear pink to the garden center to spark smiles. You can even bring the color to your table with edible Wave® Pansies, perfect for adding a fresh, floral garnish to your meal. However you decide to join in, the day is all about finding meaning in color, creativity and shared experiences.

Since its debut in 1995, Wave® has been a household name in gardening, known for vibrant color, exceptional spread and remarkable ease. What began as a wild petunia spotted in a Japanese beer botanical field trial became an All-America Selections Award Winner – and eventually a garden game-changer. With superior weather resistance and blooms that span nearly four feet, Wave® Purple Classic set a new benchmark for outdoor performance and inspired a revolution in flower beds, baskets and containers across the globe.

Just four years after its launch, Wave® became the No.1 selling petunia in North America. Today, the family includes a growing lineup of beloved varieties: Tidal Wave® (2000), Easy Wave® (2003), Shock Wave® (2008), Cool Wave® Pansy (2012), E3 Easy Wave® (2022) and the newest addition, Top Wave™ Pansy, coming in 2026. The brand's signature pink packaging makes Wave® easy to spot in stores – and easy to love. With over 60 colors and mixes to choose from and unmatched versatility in containers, hanging baskets and landscapes, Wave® continues to deliver color and success for gardeners of all levels.

Whether it's planting your favorite shade of pink, gifting a mixed container to someone special or simply pausing to enjoy the season, Wave® invites you to join the celebration. For gardening inspiration and more ways to celebrate National Wave Day, visit www.wavegardening.com.

About Wave® Gardening

The Wave Family has provided gardeners with easy-spreading color since the introduction of Wave Petunias in 1995. The five series of petunias — original Wave®, Tidal Wave®, Easy Wave®, E3 Easy Wave®, and Shock Wave® — offer dramatic color, exceptionally long bloom time, and fantastic mounding and trailing habits for garden beds and containers. Joining the Wave Family in 2012, Wave® Pansies provide the same vigorous spreading and trailing habits with the addition of hardiness and vibrant color during the cool seasons. For more information, visit www.wavegardening.com.