



Turning Iconic Images Into Personal Posts! 2025 Wave® x Anne Geddes® Wraps Collab With Postcard Collection Launch

Fans of Wave and renown photographer Anne Geddes can now own a piece of history with a postcard collection available at the Wave merchandise storefront.

WEST CHICAGO, ILLINOIS, December 2025: To celebrate a milestone 30-year anniversary in the gardening industry in 2025, **Wave® Petunias** collaborated with globally renowned and iconic photographer **Anne Geddes®** on an exclusive artistic print of whimsical babies nestled among colorful Wave Petunias. The partnership also sparked a nationwide retail sweepstakes over the summer with the winner receiving an amazing cash prize package this September.

Now, to commemorate the collaboration, Wave x Anne Geddes have partnered once more to launch a limited-edition boxed postcard collection featuring the exclusive Anne Geddes print as well as individual scenes from her Wave-inspired artwork. The postcard collection will be available in 2026 online through the Wave merch store at www.wavegardening.com/storefront while supplies last.

"To everyone who participated in the Wave x Anne Geddes sweepstakes, your effort helped create the most memorable year yet celebrating Wave's 30 years," says Sarah Makiejus, Global Marketing Manager for PanAmerican Seed and Wave Brand Manager. "A special thanks to our tremendous partner, Anne Geddes, for creating her unique artwork that truly represents the essence of Wave. It's all about fun color, new growth, and life's possibilities."

Wave fans can own a part of the 2025 celebration by purchasing the deluxe boxed package through the merch store online. The packaging is eye-catching in classic Wave "pink" and there are plenty of postcards to send as personal messages, thank-you notes, or perhaps as a party invitation to celebrate **National Wave Day, May 3, 2026**, an annual national holiday recognizing Wave® Petunias and Wave® Pansies as they herald the new gardening season.

Since its debut in 1995, the Wave brand in its distinctive pink packaging has drawn shoppers and fans by the millions. Growers and retailers: Be sure to visit www.panamseed.com/wavebrand to explore all the marketing tools in the Wave Promo Kit and help you plan local and more personal events featuring the Wave brand.

About Wave® Petunias & Wave® Pansies

Since 1995, the Wave brand has been the leader in providing gardeners worldwide with easy, spreading color. These plants make achieving a picturesque outdoor space a breeze with minimal maintenance required. Because they only need the most basic upkeep, petunias are perfect for gardeners of all skill levels. These sun-loving flowers complement the season, adding colorful personality to any sunny garden space. Visit wavegardening.com for more information.

About Anne Geddes®

Based in New York City, Australian born Anne Geddes creates images that are iconic, award winning and beloved. She is one of the world's most respected and globally recognized photographers. Her imagery singularly captures the beauty, purity and vulnerability of children, embodying her deeply held belief that every child must be "protected, nurtured and loved". Anne's body of work, including to date 7 award-winning, globally published coffee table books, 31 years of continuous calendars, ranges of greeting cards and a list of smaller publications including baby record books and journals, has been published in over 84 countries and translated into 24 languages. A multiple New York Times bestselling author, and European best seller, Anne's photography has been treasured, enjoyed and respected by many generations. Anne has been awarded a host of awards over her career, both for her iconic images and her philanthropic representations and donations and in 2017 she was inducted into the International Photography Hall of Fame, joining a select international group of photography elites.

About PanAmerican Seed®

PanAmerican Seed is an internationally renowned breeder and producer of seed-raised flowers and vegetables based in West Chicago, Illinois, USA that produces high-quality and best-performing varieties. Research facilities in North and South America, the Pacific Rim and Europe enable us to test and evaluate new varieties under numerous climate conditions. Our state-of-the-art seed distribution center guarantees quick, efficient processing of orders for our worldwide customers. Visit www.panamseed.com for more information.