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## TULIP DAY RETURNS TO UNION SQUARE

*Pick Your Own Bouquet of Fresh Tulips for Free by Registering on March 17<sup>th</sup>*



High-res images [HERE](#)

**NEW YORK, X** – Spring’s most colorful tradition is returning to New York City, with free tickets available to reserve starting on March 17, 2025. Union Square will be transformed into a breathtaking floral display on Sunday, March 30, 2025, from 11:30 AM to 4:00 PM, as 170,000 tulips take over the park for Tulip Day 2025.

After a successful debut last year, Tulip Day is back to once again bring joy, color, and the magic of spring to Union Square. This FREE, one-day-only event invites thousands of New Yorkers to step into a field of tulips and pick their own bouquet of ten tulips to welcome the new season. To participate, attendees must register in advance at [TulipDay.eu](https://TulipDay.eu).

“Tulip Day has become a cherished spring event in New York City,” said Mark-Jan Terwindt, CEO, Royal Anthos. “We are delighted to share the beauty of tulips with thousands of visitors, bringing a touch of European floral heritage to the heart of Manhattan for the second year in a row.”

Tulip Day is made possible by Royal Anthos, an organization representing flower and tree agriculture worldwide, in collaboration with the NYC Parks, the Consulate General of the Kingdom of the Netherlands in New York and Union Square Partnership. The tulips are grown in America, but their bulbs originate from Europe, where they are cultivated and exported to more than 100 countries— with the U.S. being the largest market, importing over a billion tulip bulbs annually.

Ahmed Dadou, Consul General of the Kingdom of the Netherlands in New York: “The tulip has enjoyed a unique significance throughout our history, and it’s remarkable to see the joy that this very Dutch flower continues to bring to people all around the world. We’re delighted to collaborate with NYC Parks and Union Square Partnership as we welcome the 2<sup>nd</sup> Annual Tulip Day event back to Union Square Park, and Royal Anthos to bring New Yorkers a dash of spring color and a bit of our tradition to their Union Square Park this March.”

"For generations of New Yorkers, Union Square Park has offered a beautiful setting for festivals, gatherings, and community events, right in the heart of Manhattan. This Tulip Day celebration with our Dutch partners is yet another beautiful example of how Union Square Park, and all of our public greenspaces, can bring people and cultures together," said NYC Parks Commissioner Sue Donoghue. "In addition to enhancing the landscape with their vibrant colors, tulips also signify that spring will soon be upon us. We’re delighted to share this floral experience with the Consul General, Union Square Partnership, and all New Yorkers."

"Union Square thrives on unique, immersive experiences like Tulip Day, when the community's vibrancy is felt by all New Yorkers and travelers passing through," said Julie Stein, Executive Director, Union Square Partnership. "Last year, Tulip Day was a delight to behold, and we are thrilled to welcome back this joyous event. Join us for a beautiful day as Union Square blossoms in spring and experience all the reasons we love the neighborhood."

Whether experiencing Tulip Day for the first time or returning for another bouquet, this event is a perfect way to welcome the new season with flowers and community. For more information or to register for the event, visit [TulipDay.eu](http://TulipDay.eu).

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#### **About Royal Anthos:**

Since 1900, Royal Anthos has represented Dutch companies that trade in flower bulbs and nursery stock products in many consultative structures with governments and organizations at home and abroad. The Tulip flower is a Dutch national treasure, and 99% of its global development, trade, and export come from the growers Anthos represents. ([www.anthos.org](http://www.anthos.org))

### **About the Consulate General of the Kingdom of the Netherlands in New York:**

For more than 400 years, the Netherlands and the United States have shared strong bonds of friendship, based on our shared history and values. The Dutch diplomatic network in the US promotes strong bilateral relations between the United States and the Netherlands, especially in the areas of agrifood and horticulture; infrastructure and water; climate and circular economy; creative industries; healthy living; and peace, justice and security. The FUTURE 400 program honors the remarkable 400 years of shared Dutch-New York history through cultural, civic and commercial collaborations. Tulip Day in NYC is a perfect example of this collaborative relationship between friendly nations. For more details, please visit [www.DutchCultureUSA.com/FUTURE400](http://www.DutchCultureUSA.com/FUTURE400)

### **About EU**

This Campaign is financed with aid from the European Union.

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