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- [i](#) ()
- Retailers ([/retailers/](#))
- Growers ([/growers/](#))
- Landscapers ([/landscapers/](#))
- media ([/media-room/](#))



History

[home \(/\)](#) » [about us \(/about-us/\)](#) » [history](#)

The Birth of Encore® Azaleas

People who adore spring blooming azaleas can now enjoy an explosion of Encore® Azalea color season after season.

Encore® Azaleas are the only patented brand of azaleas to bloom in spring, summer and fall. Each of the **31 Encore varieties** (<http://www.encoreazalea.com/the-collection/>) begins their performance with the spring flowering season. Once this "first act" of blooming concludes, new shoots begin to grow and set buds. The Encore® Azalea's "second act" opens when these buds begin blooming into full flower mid-summer. This unique bloom season continues through the fall, the curtain dropping with the onset of cold weather. But, the show goes on. As an "encore," these exceptional azaleas flower again with traditional spring azaleas and the process starts over.

Invented by plant breeder Robert E. "Buddy" Lee of Independence, La., the evergreen Encore® Azaleas tolerate more sun than traditional azaleas, but offer the same easy care. Lee first envisioned a series of azaleas that would bloom in multiple seasons — now known as Encore Azaleas — in the early 1980's and began crossing traditional spring-blooming azaleas with rare Taiwanese summer-blooming azaleas.

To find a retailer near you, click [here](http://www.encoreazalea.com/where-to-buy) (<http://www.encoreazalea.com/where-to-buy>).

For more information on the Encore Azalea families, click [here](http://www.encoreazalea.com/garden-ideas/article/encore-azalea-101-a-crash-course-on-flower-families) (<http://www.encoreazalea.com/garden-ideas/article/encore-azalea-101-a-crash-course-on-flower-families>).

Who is Buddy?





Robert E. "Buddy" Lee is the Director of Plant Innovations at Plant Development Services, Inc. Buddy is one of the most respected plant breeders and horticulturists in North America, with over 30 years' experience in nursery management, breeding, propagation and new plant development.

Buddy is past president of The Azalea Society of America, past president of the Louisiana Nurseryman's Association Region III, and he is an active member of the International Plant Propagators Society and the Louisiana Nursery and Landscape Association.

In 2000, the Louisiana Nursery and Landscape Association recognized Buddy Lee's significant contribution to the industry by presenting him with a Professional Achievement Award; and in 2007, the Azalea Society of America awarded him the Society's Distinguished Service Award.



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— *More Blooms, More Often* —

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