



**Bloom-A-Thon® White Azalea**  
*Rhododendron 'RLH1-3P3'*

Height: 30 inches

Spread: 3 feet

Sunlight: ○ ●

Hardiness Zone: 5b

Group/Class: Bloom-A -Thon

**Description:**

Elegant white clusters of blooms cover this azalea in mid-spring, then continuous flushes in summer and fall; a very showy presentation for indoor containers; needs highly acidic and organic soil that is well drained

**Features & Attributes**

Bloom-A-Thon White Azalea is covered in stunning clusters of white trumpet-shaped flowers at the ends of the branches from mid spring to early fall. Its glossy narrow leaves emerge light green, turning dark green in color throughout the year.

This is an open multi-stemmed evergreen houseplant with an upright spreading habit of growth. Its relatively coarse texture stands it apart from other indoor plants with finer foliage. This plant may benefit from an occasional pruning to look its best.

**Planting & Growing**

When grown indoors, Bloom-A-Thon White Azalea can be expected to grow to be about 30 inches tall at maturity, with a spread of 3 feet. It grows at a slow rate, and under ideal conditions can be expected to live for approximately 40 years. This houseplant will do well in a location that gets either direct or indirect sunlight, although it will usually require a more brightly-lit environment than what artificial indoor lighting alone can provide. It requires an evenly moist well-drained soil for optimal growth, but will suffer if left to grow in standing water. The surface of the soil shouldn't be allowed to dry out completely, and so you should expect to water this plant once and possibly even twice each week. Be aware that your particular watering schedule may vary depending on its location in the room, the pot size, plant size and other conditions; if in doubt, ask one of our experts in the store for advice. It is very fussy about its soil conditions and must be grown in rich, acidic soil to ensure success. Contact the store for specific recommendations on pre-mixed potting soil for this plant.



*Bloom-A-Thon White Azalea flowers*  
Photo courtesy of NetPS Plant Finder

There are many factors that will affect the ultimate height, spread and overall performance of a plant when grown indoors; among them, the size of the pot it's growing in, the amount of light it receives, watering frequency, the pruning regimen and repotting schedule. Use the information described here as a guideline only; individual performance can and will vary. Please contact the store to speak with one of our experts if you are interested in further details concerning recommendations on pot size, watering, pruning, repotting, etc.

*-- THIS IS A HOUSEPLANT AND IS NOT MEANT TO SURVIVE THE WINTER OUTDOORS IN OUR CLIMATE --*