Stauffers OF KISSEL HILL HOME & GARDEN

Bloom-A-Thon® Red Magnificence™ Azalea

Rhododendron 'RLH1-10P18'



Bloom-A-Thon Red Magnificence Azalea flowers
Photo courtesy of NetPS Plant Finder

Height: 24 inches

Spread: 3 feet

Sunlight: ○ ◐

Hardiness Zone: 6

Group/Class: Bloom-A-Thon Series

Description:

A fabulous variety with abundant red double flowers in spring, followed by light summer flowering and a late season wave of blooms; must have well-drained, highly acidic and organic soil, use plenty of peat moss when planting

Ornamental Features

Bloom-A-Thon Red Magnificence Azalea is covered in stunning clusters of lightly-scented double red trumpet-shaped flowers at the ends of the branches from mid spring to early fall. It has dark green evergreen foliage which emerges light green in spring. The oval leaves remain dark green throughout the winter.



Bloom-A-Thon Red Magnificence Azalea flowers
Photo courtesy of NetPS Plant Finder

Landscape Attributes

Bloom-A-Thon Red Magnificence Azalea is an open multi-stemmed evergreen shrub with an upright spreading habit of growth. Its relatively coarse texture can be used to stand it apart from other landscape plants with finer foliage.

This is a relatively low maintenance shrub, and should only be pruned after flowering to avoid removing any of the current season's flowers. It has no significant negative characteristics.

Bloom-A-Thon Red Magnificence Azalea is recommended for the following landscape applications;

- Accent
- Mass Planting
- General Garden Use

Planting & Growing

Bloom-A-Thon Red Magnificence Azalea will grow to be about 24 inches tall at maturity, with a spread of 3 feet. It tends to be a little leggy, with a typical clearance of 1 foot from the ground. It grows at a slow rate, and under ideal conditions can be expected to live for 40 years or more.

This shrub does best in full sun to partial shade. You may want to keep it away from hot, dry locations that receive direct afternoon sun or which get reflected sunlight, such as against the south side of a white wall. It requires an evenly moist well-drained soil for optimal growth, but will die in standing water. It is very fussy about its soil conditions and must have rich, acidic soils to ensure success, and is subject to chlorosis (yellowing) of the foliage in alkaline soils. It is somewhat tolerant of urban pollution, and will benefit from being planted in a relatively sheltered location. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This particular variety is an interspecific hybrid.