



ON & ON

The CAMPAIGN for TEXAS TECH UNIVERSITY

HOW TO CARE FOR YOUR TULIPS

WHEN TO PLANT

- Timing: Plant tulips in the fall, ideally between late September and mid-November, before the first hard frost. This allows the bulbs to establish roots before winter.
- Location: Choose a spot with well-draining soil and full sun.

PLANTING STEPS

1. Dig holes that are about 6-8 inches deep. The general rule is to plant bulbs at a depth that is three times their height.
2. Space the bulbs about 4-6 inches apart to allow for growth.
3. Place the bulbs in the hole with the pointed end facing up.
4. Fill the hole with soil and gently pat it down. Water the area lightly to help settle the soil.

SPRING CARE

- In early spring, you can apply a balanced fertilizer to promote growth.
- After flowering, let the foliage die back naturally. This allows the plant to store energy for next year's bloom.

A TRADITION THAT GOES ON & ON

The tradition of planting tulips on campus was started by President Lauro Cavazos in the early 1980s. Now, roughly 60,000 tulip bulbs are planted across campus each fall and lie dormant all winter before emerging in the spring. These genuine Texas Tech tulip bulbs inside your hand-branded box are our gift to you so you may take a piece of campus to your home. Just as our beloved Texas Tech tulips have become a tradition of growth and improvement that has lasted decades, we invite you to join us in the campaign as we make investments at Texas Tech that will go **ON & ON.**





