Blockbuster™ Purple Vinca

Catharanthus roseus 'Blockbuster Purple'



Blockbuster Purple Vinca flowers
Photo courtesy of NetPS Plant Finder

Height: 12 inches

Spread: 16 inches

Sunlight: ○ ◐

Hardiness Zone: (annual)

Other Names: Periwinkle, Vinca Vine

Group/Class: Blockbuster Series

Description:

A well branched and early blooming selection presenting extra large, purple blooms with deep rose eyes; bold colors and a floriferous plant habit create the perfect choice for hanging baskets and containers; easy to grow with minimal maintenance

Ornamental Features

Blockbuster Purple Vinca features showy purple star-shaped flowers with rose eyes at the ends of the stems from late spring to mid fall. Its glossy oval leaves remain dark green in color throughout the year.

Landscape Attributes

Blockbuster Purple Vinca is a dense herbaceous annual with a mounded form. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This plant will require occasional maintenance and upkeep, and should not require much pruning, except when necessary, such as to remove dieback. It is a good choice for attracting butterflies to your yard, but is not particularly attractive to deer who tend to leave it alone in favor of tastier treats. It has no significant negative characteristics.

Blockbuster Purple Vinca is recommended for the following landscape applications;

- Mass Planting
- Border Edging
- General Garden Use
- Groundcover
- Container Planting
- Hanging Baskets

Planting & Growing

Blockbuster Purple Vinca will grow to be about 12 inches tall at maturity, with a spread of 16 inches. Its foliage tends to remain dense right to the ground, not requiring facer plants in front. Although it's not a true annual, this fast-growing plant can be expected to behave as an annual in our climate if left outdoors over the winter, usually needing replacement the following year. As such, gardeners should take into consideration that it will perform differently than it would in its native habitat.

This plant does best in full sun to partial shade. It does best in average to evenly moist conditions, but will not tolerate standing water. It may require supplemental watering during periods of drought or extended heat. To help this plant achive its best flowering performance, periodically apply a flower-boosting fertilizer from early spring through into the active growing season. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This is a selected variety of a species not originally from North America, and parts of it are known to be toxic to humans and animals, so care should be exercised in planting it around children and pets. It can be propagated by cuttings; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Blockbuster Purple Vinca is a fine choice for the garden, but it is also a good selection for planting in outdoor containers and hanging baskets. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.