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Floral Pros Rally Around Seed Your Future

Alexandria, VA – March 20, 2023 – Seed Your Future is expanding partnerships into the floral industry, first with the Society of American Florists and now with Above All Flowers & New Bloom Solutions.

On March 6, 2023, the floral industry met in Miami to attend the WF&FSA's Floral Distribution Conference, where the theme was "The Future in Bloom." This annual conference brings industry professionals together to learn, connect and celebrate their successes. The Bloom Together After Party was created by Above All Flowers & New Bloom Solutions to generate collaboration between industry businesses, raise funds, and have fun while doing so.

Seed Your Future was one of two organizations chosen to receive a portion of the proceeds through this new relationship. The following 45 cross-segment floral industry collaborators directly impacted the future of the floral industry by contributing to Seed Your Future, which is focused on workforce development.



Seed Your Future's Executive Director, Jazmin Albarran, is grateful for the contributions and pledged the support of the organization to help grow the industry with a talented pool of workers.

"On behalf of Seed Your Future, I would like to express our sincerest gratitude for choosing us as one of your donation recipients," Albarran says. "We want to be your partner in reaching the next generation of floriculture professionals. We look forward to continuing to work with Above All Flowers and New Bloom Solutions."

There is much work to do, but together more can be accomplished. If you or your business would like to learn how to collaborate with or utilize resources from Seed Your Future, contact Jazmin Albarran, Executive Director at jalbarran@seedyourfuture.org

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About Seed Your Future

Seed Your Future is the movement to promote horticulture and inspire people to pursue careers working with plants. We envision a world where everyone understands and values the importance of plants and the people who work in the art, science, technology, and business of horticulture.

For more information, visit seedyourfuture.org