



CONTACT:

Jazmin Albarran

jalbarran@SeedYourFuture.org

(484) 798-5934

2023 Green Career Week Sprouts Budding Industry Workforce

Alexandria, VA– April 7, 2023 – Seventy-two businesses across 23 states and 57 cities took part in Seed Your Future’s second [Green Career Week](#), which took place February 27 – March 3, 2023. The event gave professionals in the floriculture, arboriculture, agriculture, and horticulture industries an opportunity to reach students about careers in their fields and plant seeds for a budding new workforce. Participants talked with students at their schools, invited them to visit their business, and/or promoted careers on social media throughout the week.

Industry associations, foundations, retailers, nonprofits, and educational institutions are among the wide variety of organizations that took part the first Green Career Week of 2023. Collectively, the businesses showcased of the power and importance of coming together to build tomorrow’s workforce, by forging connections in their communities to foster mentorships, internships, and eventually new employees.

To increase visibility for Green Career Week, Albarran conducted a radio media tour, participating in seven national and regional interviews to help spread the word about the benefits, variety, and value of green careers. In total, the tour generated 22 interview broadcasts that reached over 900,000 online viewers and radio listeners across the U.S.

“Industry response to Green Career Week has been gaining traction, and we are grateful to all who played a role in making our events successful,” said Seed Your Future Executive Director Jazmin Albarran. “Taking part is easy and sets an example for others to join into future activities.”

Some examples of how businesses participated in Green Career Week include:

- [SyngentaFlowers of North American](#) spoke with the student club Urban Roots at the Garfield Park Conservator in Chicago, Illinois.
- [Por La Mar Nursery](#) in Santa Barbara, California highlighted staff on social media and added quotes in Spanish provided by the staff to share their voice.
- The [Mount Auburn Cemetery](#) created a video asking staff how their job at the cemetery is “Green.”
- In North Branch, Minnesota [Bailey Nurseries](#) staff spoke to Horticulture and Landscaping students at their local high school Norse Area Learning Center.

The second Green Career Week of 2023 is scheduled for October 2 – 6, 2023. To participate, download toolkit at www.seedyourfuture.org/green-career-week [Green Career Week - Seed Your Future](#)

Jazmin Albarran, Executive Director, is available for interviews upon request.

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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