



NEWS RELEASE

Media Contact: Kerstin P. Ouellet
Phone: 760-451-2385
E-mail: Kerstin@penandpetal.com

FOR IMMEDIATE RELEASE

American Floral Endowment (AFE) Establishes Memorial Tribute for Megan Gaul

Edwardsville, Illinois, November 21, 2006 – A Memorial Tribute has been established within the American Floral Endowment honoring Megan Gaul, daughter of David and Laura Gaul. David Gaul has been with the Denver Wholesale Florist Company for 25 years and is very involved in the floral industry.

David and Laura Gaul tragically lost their only daughter, Megan, in a car accident on November 8, 2006. Megan was only 25 years old. In remembering Megan, she grew up in Colorado and attended Highlands Ranch High School. In 2005, she graduated from the University of Colorado, Boulder, with a degree in Accounting. She moved to the San Francisco area, where she was employed by Stonefield Josephson as a public accountant. Her dream was to pursue her interest in the graphic arts. Photography brought great joy to Megan, as did gourmet cooking, music, tennis shoes and college football. Even everyday activities – drinking Jamba Juice, shopping at Nordstrom, and eating Starburst candies – were cherished by Megan.

Megan Gaul Memorial Tribute

American Floral Endowment Memorial Tributes provide a way to remember and honor family, friends, and associates in a special and lasting manner. A \$1,000 contribution establishes a tribute. Once established, contributions can be made in any amount. To contribute to the Megan Gaul Memorial Tribute, send a check so designated to the American Floral Endowment. The family is always notified. As a 501(c)(3) not-for-profit organization, all contributions are tax deductible as allowed by law.

About AFE

AFE was founded in 1961 and has since then grown to become the leading non-profit funding source for floricultural research, educational programs and market research in the United States. AFE supports the floriculture industry in its quest to enhance the public's experience with flowers and plants. Its research serves the ultimate goal to provide consumers with better floriculture products. In 2006, AFE merged with the Floriculture Industry Research & Scholarship Trust (FIRST). FIRST's strength in scholarships complements AFE's strength in research, thus creating an organization that has become the foundation for the entire industry. Since 1961, the Endowment has provided over \$12 Million in grants for solutions to critical needs. For more information, please visit www.endowment.org.

###