



FOR IMMEDIATE RELEASE

WF&FSA Donates \$10,000 to Help Hurricane Harvey Victims

September 26, 2017 (Annapolis, MD) – Today the Wholesale Florist & Florist Supply Association (WF&FSA) announced a donation of \$10,000 to help rebuild the floral industry in Texas. These funds were donated to the Hurricane Harvey Relief Fund, which is a grant program administered by The AIFD Foundation, working in concert with the Texas State Florists' Association. Fully 100 percent of the donation will go directly toward helping to rebuild the floral industry in Texas.

"WF&FSA's Board of Directors voted unanimously to support this initiative and offer our financial assistance to those in the floral industry who have been devastated by Hurricane Harvey," stated Santiago Cock-Rada, general manager of Liberty Blooms and president of WF&FSA. "Our hearts go out to those affected by Hurricane Harvey and as an association, we felt it was our duty to help our colleagues in the floral industry begin to rebuild."

You can make a donation to support these efforts via the Texas State Florists' Association at www.tsfa.org or through The AIFD Foundation at www.aifdfoundation.org. There is also an online grant application for those in need to apply for funding at The AIFD Foundation.

The Wholesale Florist & Florist Supply Association (WF&FSA) is an international association comprised of wholesalers, suppliers, growers, importers and shippers of cut flowers, greens, plants and florist supplies and is headquartered in Annapolis, Maryland. Find out more at www.wffsa.org.

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