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Boston Wins World Flower Show 2011

The World Association of Flower Arrangers chooses U.S. as host

Boston, Mass. – Boston has been elected host city for the World Flower Show in 2011. This tri-annual worldwide event makes its first-ever appearance on U.S. soil in Boston, Mass. at the Seaport World Trade Center, June 15-19, 2011. Delegates from the 30 countries that comprise the World Association of Flower Arrangers (Wafa) will converge in Boston to celebrate the art of floral design, enter design competitions, and promote conservation in cooperation with the show's theme, "*This Glorious Earth.*"

"We all know this is a once-in-a-lifetime event, so Wafa USA is working very hard to create an experience that not only will delight national and international visitors, but will also fully reflect all facets of United States floral design and hospitality," says Ruth Crocker, President of Wafa USA. "Wafa USA has already held a number of extremely successful events, and with the World Flower Show 2011, we look forward to crowning our legacy as host country for the World Association of Flower Arrangers."

"Boston is very happy to be the first-ever American host city for the World Flower Show. Along with thousands of beautiful flower arrangements, the city of Boston can also expect a terrific economic impact. We offer a warm Bostonian welcome to competitors and visitors from the 30 member countries," remarked Mayor Thomas M. Menino.

The World Association of Flower Arrangers (Wafa) is a not-for-profit, non-partisan organization of floral art societies representing 30 member countries. Wafa was founded in 1981 and moves from country to country every three years. During its tenure, the host country organizes an International Seminar, stages a World Flower Show, convenes a General Assembly, produces a book portraying national floral designs and plans various other educational events.

Previous Wafa host countries include Belgium, Canada, France, Japan, New Zealand, Pakistan, South Africa, and the United Kingdom. In early 2008, the United States was elected to serve as the host country for Wafa 2008-2011.

In order to host Wafa's first-ever tenure in the United States, the members of The Garden Club of America and the National Garden Clubs, Inc. agreed in 2006 to collaborate as the nonprofit entity Wafa USA.

The mission of Wafa USA, which has a combined membership of more than 225,000, is threefold: education, the promotion of floral art, and conservation. This remarkable organization promotes the exchange of information concerning floral art and allied interests, reinforces the bonds between the various member countries, and promotes the care and conservation of natural resources and the environment.

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