

FOR IMMEDIATE RELEASE

Contact: Eric Holder
press@wafausa.org

Save the Date: The 2011 World Flower Show Takes Place June 15-19

Boston, Mass. hosts the show's first-ever appearance on U.S. soil

Boston, Mass – Floral design enthusiasts, art lovers, competitors, conservationists and connoisseurs of international culture should all mark their calendars to attend the 2011 World Flower Show taking place in Boston, Mass. at the Seaport World Trade Center June 15-19, 2011. Members of floral art societies from the 30 countries that comprise the World Association of Flower Arrangers (WAFA) will convene by the tens of thousands for the weeklong event, which caps the United States' first-ever three-year tenure as host country for WAFA.

“We chose our show theme, ‘*This Glorious Earth*,’ because it embraces both the worldwide scope and the celebratory nature of this event,” says Liza Weihman, Director of Publicity & Public Relations for WAFA USA. “This is the first time that the United States has hosted the show, which probably won’t return to the States in this generation.”

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.

For more information, visit www.wafausa.org.