



## FOR IMMEDIATE RELEASE

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### Florida Wildflower Foundation receives 2 VISIT FLORIDA grants

**July 14, 2010** –The Florida Wildflower Foundation, Maitland, has received two grants from VISIT FLORIDA, the state’s official source for travel planning. The grants will help launch wildflower viewing as an ecotourism opportunity in *La Florida*, “land of flowers.”

“We were pleased that VISIT FLORIDA and the Florida Commission on Tourism selected the Foundation from among a large number of grant applicants during their most competitive grant cycle to date,” said Jeff Caster, the Foundation’s board chairman. “These funds will be used to assemble a high-quality wildflower photography library and write a pilot wildflower tourism marketing plan that will better position and market *La Florida*, ‘land of flowers,’ as a desirable destination.”

VISIT FLORIDA, a private/public partnership, is the Florida Commission on Tourism’s day-to-day operating corporation. “The purpose of these grants is to help non-profit entities and local governments stretch their tourism marketing dollars in an effort to expand cultural, heritage, rural and nature tourism activities in Florida,” said Chris Thompson, President and CEO for VISIT FLORIDA.

The Florida Wildflower Foundation is a non-profit organization based near Orlando. Its mission is to enrich lives with Florida native wildflowers through research, education and planting projects across the state. To learn more about the Foundation and its work, visit [www.floridawildflowerfoundation.org](http://www.floridawildflowerfoundation.org).

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