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Florida Wildflower Foundation donates \$100,000 for research

UF endowment will support vital exploration of native Florida wildflowers

The Florida Wildflower Foundation (FWF), Maitland, recently donated \$100,000 to the Gary Henry Endowment for the Study of Florida Native Wildflowers at the University of Florida/IFAS. The donation marks the organization's third \$100,000 donation since the fund was established in 2007.

The endowment is made possible by the \$15 donation made with the purchase of each State Wildflower license tag. "This is the *only* endowment supporting the study of Florida native wildflowers," said FWF Board Chair Jeff Caster. "It assures that each individual investment in the State Wildflower license plate will pay lasting dividends."

Florida's native wildflowers contribute to the state's beauty and environmental health while creating the sense of place that is *La Florida*, "land of flowers."

"As we near 2013 – the 500th anniversary of Ponce de Leon's naming of our state for its flowers – communities statewide are starting to realize the economic potential of wildflowers as 'green tourism,'" said FWF executive director Lisa Roberts. "The endowment will support research into such things as seed germination and propagation methods that are essential to the success of wildflower plantings."

The Foundation uses funds collected through the State Wildflower license tag for native wildflower research, education and planting projects statewide. For more information on the its work, contact Lisa Roberts at 407-353-6164 or visit the FWF Web site, www.floridawildflowerfoundation.org, or blog, www.floridawildflowerfoundation.blogspot.com.

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