

GROWERTALKS

GT in Brief

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AFE Announces Garcia Family Scholarship Fund

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The American Floral Endowment (AFE) announced a new scholarship fund created thanks to generous contributions from The Garcia Family, coming just in time for the 2020 scholarship application season.

The Garcia Family Scholarship Fund is intended for students attending a two-year college, or juniors or seniors attending a four-year institution with a career focus on the marketing or distribution of floral products, including retail, wholesale, manufacturing and/or floral business ownership/operations. The new scholarship joins more than 25 other scholarships AFE awards annually to promote and assist young professionals joining the floral and horticultural industries.

“It is our family’s desire, by giving back to our industry, to attract and educate for the future,” says Pete Garcia, owner of The Pete Garcia Company/Garcia Group.

“The Garcia Family has long supported the floral industry through industry service, contributions and developing superior products to not only serve the industry, but to satisfy consumers,” says AFE Past Chairman and longtime family friend, Dwight Larimer. “It’s fitting that they have a scholarship to forever honor their family’s strong commitment to the industry.”

To apply for this and other AFE Scholarships, visit endowment.org/scholarships. The 2020 Scholarship Application deadline is May 1. **GT**