

## Front Lines

3/1/2019

### GWA Rebranded

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As of January 1, the organization representing garden communicators, GWA: The Association of Garden Communicators, has rebranded to GardenComm. The name was changed as its members became more diversified into a variety of fields, from photography to

speaking, landscape design, television and radio personalities, consultants, publishers, videographers and more.

"Although our name is changing, our mission remains the same, which for me is the most important thing," says Becky Heath, GardenComm president. "GardenComm will provide leadership and opportunities for education, recognition, career development, as well as a forum for diverse interactions for gardening communicators."

The name change comes with a new logo and a new website: [www.GardenComm.org](http://www.GardenComm.org). **GP**