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## AFE Celebrates 60

*Ellen C. Wells*



Congratulations to the American Floral Endowment (AFE) on its 60th anniversary. Many of you garden retailers come from a long line of florists and you likely owe a lot to the great, good works of AFE.

AFE will celebrate its 60th with a full year of sharing success stories, acknowledgements, events and special recognition to those who have financially supported the Endowment, volunteered and benefitted from AFE's funded programs.

AFE is turning the celebration into a challenge and is asking its members to make an annual pledge of \$60 per month for the year (or longer!). These funds will go, as they ever do, to support the AFE programs that benefit so many within the industry.

Like what? There's an infographic for that! Find out more at [endowment.org](http://endowment.org). **GP**