

We Are BLOOM!



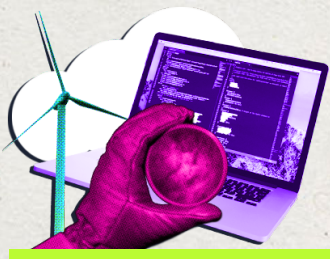
What

BLOOM! is the movement to improve the world through the power of plants.

We operate on one simple premise: the more we know about plants, the more we can make a difference today. By empowering today's youth - the next generation of game changers and dreamers - to unlock the potential of their natural world, BLOOM! is opening their eyes to opportunities they never knew possible and, in the process, seeding their future and ours.

Why

There have never been more opportunities to change the world through plants as there are today...



With more than 100 different careers in the industry, horticulture - the art, science, technology and business of plants - has something to offer everyone. Jobs include plant scientists, landscape architects, arborists, urban farmers, and drone engineers - just to name a few.



Horticulturists are using their plant knowledge to solve some of our biggest challenges, like feeding a growing world, climate change and clean water.



The average American can recognize over 1,000 brands and logos, but fewer than 10 plants in their local areas.



Nearly 58,000 jobs in the green-collar industry - jobs working with plants - are expected to become available each year for at least the next five years, but only 61% are expected to be filled. This creates a critical workforce gap.

BLOOM! was created to excite youth about the power of plants and ensure horticulture - and the millions of people who depend on it - thrives well into the future.

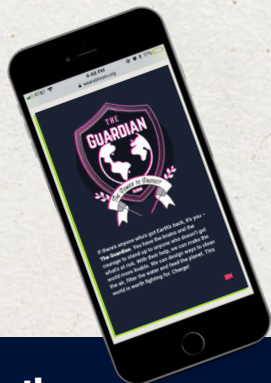
**FIND YOUR PLANT POWER AT
WeAreBLOOM.org**

How

Through eye-catching content delivered inside and outside of the classroom, BLOOM! is inspiring youth to appreciate the plant world and introducing them to a lifelong passion - and perhaps even a career.

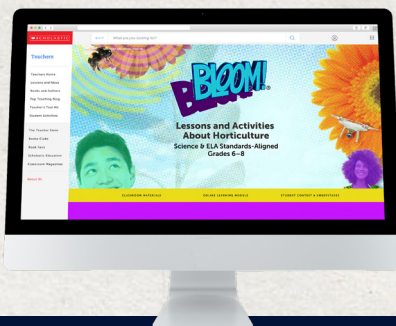
Through a multichannel approach to reaching its campaign audiences, BLOOM! has the potential to reach millions of youth and youth influencers (parents, teachers and youth program leaders) in the first year of the campaign. The centerpiece of the movement is **WeAreBLOOM.org**, a website that serves as a digital hub for all campaign activity.

At WeAreBLOOM.org ...



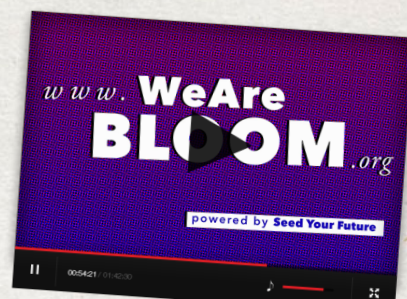
Youth

can uncover their plant power through a personalized interactive quiz, they can explore the world of plants through entertaining social media content, they can learn surprising facts about plants and their impact on the world through videos and fun infographics, and they can be inspired by meeting some of the coolest people working in the field today through video profiles that are fun and often eye-opening about the diverse world of green-collar careers.



Teachers and youth program leaders

can access a toolkit of educational materials and resources on our BLOOM! educator microsite. Created and distributed in partnership with Scholastic at www.Scholastic.com/BLOOM, resources include sample lesson plans and activities, student magazines, student contests and games, videos, and online learning modules that demystify the field of horticulture and encourage students to explore the world of plants.



Parents and partners

can access a robust toolkit of resources to help them introduce youth to the world of plants and explore the diverse and rewarding careers in the world of horticulture.

Who

BLOOM! is powered by Seed Your Future, a coalition of more than 150 horticulture industry companies, gardening organizations, schools, colleges and universities, public gardens, youth organizations and supporters united by their unwavering confidence in the power of plants to change the world.



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BLOOM!®