**BLOOM! Internal Email Announcements**

*Below you will find draft copy for you to share with your employees to help promote the launch of the BLOOM! campaign – Seed Your Future’s first major initiative promoting horticulture careers. Two options are included – one to use if you have shared the BLOOM! newsletter post on your blog or intranet, and one to use if you have not.*

*Thanks for your support!*

**[Option 1: Newsletter posted on company blog/intranet]**

Dear Colleague,

Today, we’re thrilled to announce [ORGANIZATION NAME’S] involvement in [BLOOM!](http://www.WeAreBloom.org), a new campaign inspiring young people to appreciate the plant world so that horticulture – and the millions of people that depend on it – thrives well into the future.

BLOOM! is the first major initiative of 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 an unwavering confidence in the power of plants to change the world.

Check out our blog post on [blog/website/intranet name] for more details.

Thanks for reading!

[Name]

**[Option 2: Newsletter NOT posted on company blog/intranet]**

Dear Colleague,

Today, we’re thrilled to announce [ORGANIZATION NAME’S] involvement in a new campaign inspiring young people to appreciate the plant world so that horticulture – and the millions of people that depend on it – thrives well into the future.

**Introducing** [**BLOOM!:**](http://www.WeAreBloom.org) **The Movement to Improve the World through the Power of Plants**

Created in response to rising plant blindness among American youth, BLOOM! operates on one simple premise: the more we know about plants, the more we can make a difference today.

Through eye-catching content delivered inside and outside of the classroom, BLOOM! is educating and exciting young people and their families on the endless possibilities in horticulture and introducing them to a lifelong passion, and maybe even a career. On the campaign website [WeAreBLOOM.org](https://www.wearebloom.org/), youth can explore the world of plants through an interactive quiz, social media content, infographics and video profiles of people working in the horticulture field today; teachers and youth program leaders can access educational tools and resources on the [BLOOM! Scholastic website](http://www.scholastic.com/bloom/); and parents and partnerscan find resources to talk to young people about the world of plants and spread the word about BLOOM!.

BLOOM! is powered by [Seed Your Future](http://www.seedyourfuture.org/) (SYF), a coalition of more than 150 horticulture industry companies, gardening organizations, schools, colleges and universities, public gardens, youth organizations and supporters united by an unwavering confidence in the power of plants to change the world. [ORGANIZATION NAME] is a proud member of this prestigious group and is thrilled to celebrate the launch of our first major initiative promoting careers in horticulture.

You can help carry the important message of this campaign by sharing BLOOM! resources with your family, friends and – in particular – the youth in your life. For more information, visit [WeAreBLOOM.org](https://www.wearebloom.org/) and follow BLOOM! on [Instagram](https://www.instagram.com/wearebloom_/), [YouTube](https://www.youtube.com/channel/UCFcI6c1W57wB3m7RJxp4gog) and [Facebook](https://www.facebook.com/We-Are-BLOOM-174767406366184).

Thanks in advance for your support!

[Name]