**BLOOM! Launch Newsletter Announcement for Partners**

**Introducing BLOOM!: The Movement to Improve the World through the Power of Plants**In response to rising plant blindness among American youth, a new campaign is 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!](https://www.wearebloom.org/), known as the movement to improve the world through the power of plants, 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: BLOOM!

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!.

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/) or follow BLOOM! on [Instagram](https://www.instagram.com/wearebloom_/), [Facebook](https://www.facebook.com/We-Are-BLOOM-174767406366184) and [YouTube](https://www.youtube.com/channel/UCFcI6c1W57wB3m7RJxp4gog).