



## Ormond Magazine — March - April 2011



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### Downtown Deland Set To Bloom The 5th Annual Florida Wildflower & Garden Festival

ON March 26th vendors will line West Indiana Avenue in downtown DeLand in celebration of the 5th annual Florida Wildflower & Garden Festival.

Potted wildflowers and plants, seeds, garden utensils, yard ornaments and books are just a few items garden enthusiasts can peruse as they mosey their way down the "green"-filled street. The street will be bustling with activities including live entertainment, demonstrations on flower arranging, composting and rain barrels and paintings by Central Florida Plein Air artists - all of which are new to this year's line-up.

"We feel that all of these enhancements will further our goal of promoting environmentally friendly and sustainable gardening practices," said Naomi Nichols, Event Chair.

In addition to shopping and entertainment, the festival features the best resources in wildflower and gardening education. The Florida Wildflower Foundation, garden clubs and local chapters of the Florida Native Plant Society will offer information on native wildflowers and plants and gardening in Florida.

Attendees can also make their way to the historic Athens Theatre where six wildflower, gardening and pollinator experts will give presentations. Among the speakers are Tom MacCubbin, former UF/IFAS extension agent and Radio and television host of "Better Lawns and Gardens," as well as Dr. Walter Taylor, author of three books on Florida's wildflowers and grasses. Dr. Jaret Daniels of the Florida Natural History Museum's Butterfly Rainforest; J. R. Newbold, Forest Groves Inc., Crescent City; Dana Venrick, Quality Green Specialists Inc., DeLand, and Doug McGinnis, Tropical Blossom Honey in Edgewater, also will give presentations.

This is a family-friendly event and parents are encouraged to bring their children. Kids can get in on the fun this year by entering the first inaugural children's coloring con Contest. A drawing will be held at the festival to give away \$50 of MainStreet Money which can be spent at downtown DeLand shopsrestaurants. Download the festival coloring page at [www.floridawildflowerfestival.com](http://www.floridawildflowerfestival.com), fill out the slip and drop it off at the festival's information booth. The contest is for children 12 years old and younger.

The Wildflower & Garden Festival, attended by 9,000 people in 2010, was the recent recipient of the Florida Secretary of State's Award for Outstanding Special Event. This year's sponsors and partners include MainStreet DeLand Association, Florida Wildflower Foundation, University of Florida/IFAS Volusia County Extension Office, River of Lakes Heritage Corridor, the Florida Wildflower Seed and Plant Growers Association, Garden Club of DeLand and Museum of Florida Art.

For more information, or to download a vendor application or sponsorship flier, visit [www.floridawildflowerfestival.com](http://www.floridawildflowerfestival.com).

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