



Florida Wildflower License Plate
c/o Keep Florida Beautiful, Inc
2615 N. Monroe St., Ste. 200, Tallahassee, FL 32303-4027
Telephone: 1-850-385-1528
E-mail: wildflower@KeepFLbeautiful.org

Press conference Press conference Press conference

Wildflower Advisory Council

Mayor Rocky Randels, *Chairman*
City of Cape Canaveral
Florida League of Cities

Benjamin Brumberg
Florida Department of
Environmental Protection

Charles W. Clayton, Jr.
Think Beauty Foundation

David Drylie
Florida Chapter, American
Society of Landscape Architects

Gary Henry
Landscape Architect, Florida
Department of Transportation

Anne MacKay
Florida's Former First Lady

Pamela Mac'Kie
Collier County Commissioner
Florida Assn. of Counties

Terril A. Nell, PhD
Professor/Chairman, U of F
Environmental Horticulture
Department

Carolyn Schaag
President, Florida Federation
of Garden Clubs

David Willis
Florida Master Gardener

Tuesday, May 23, 2000, 10-11:30 a.m.
Florida Federation of Garden Clubs' headquarters
1400 S. Denning Drive, Winter Park, FL (next to Meade Gardens)

**Lady Bird Johnson praises Florida's new Wildflower License Plate
and goal to develop a commercial source of
native wildflower seeds in Florida.**

"Saving our legacy of wildflowers, whether in Texas or California, New York or Florida, is something I am convinced can be accomplished with the right combination of workable ideas and citizens with spirit. I commend you and celebrate your efforts! How much richer our world will be because of your good work." said Mrs. Johnson.

Dr. Robert Breunig, Executive Director of the Lady Bird Johnson Wildflower Center in Austin, Texas, will speak on Mrs. Johnson's behalf during Tuesday's press conference at the Florida Federation of Garden Clubs.

Other featured speakers:

Anne MacKay, Florida's Former First Lady and member of the Florida Wildflower Advisory Council

Carolyn Schaag, President of the Florida Federation of Garden Clubs and member of the Florida Wildflower Advisory Council

Mayor Rocky Randels, City of Cape Canaveral and Chairman of the Florida Wildflower Advisory Council

Sales of the new Wildflower License Plate will fund:

1. research to develop a commercial source of native wildflower seeds,
2. educational programs to encourage planting native plants and wildflowers, and
3. community wildflower planting grants (the more plates sold in a county, the more grant dollars will be available to communities in that county).

The Wildflower License Plate will also move Florida forward in compliance with the latest White House Executive Order. "Federal agencies, federal projects, or federally-funded projects, shall incorporate regionally native plants in site design and implementation where cost-effective and to the maximum extent practicable." Released April 22, 2000