



FOR IMMEDIATE RELEASE

CONTACT:

Tom Shaner
tomshaner@assnhqtrs.com
(410) 752-3318

Local Floral Designer Honored by Distinguished International Floral Group

Jennifer Harvey of Jennifer Harvey Designs and Beleafs Home and Garden Care in Brockville, Ontario has been recognized by the American Institute of Floral Designers (AIFD) as a recipient of its coveted Certified Floral Designer (CFD) designation. Harvey was granted this designation after successfully completing the **Professional Floral Design Evaluation (PFDE) that took place earlier this summer immediately prior to the Institute's National Symposium in Las Vegas. Symposium is the floral industry's leading floral design education event.**

The floral industry's leading non-profit organization dedicated to the advancement of the art of floral design through education, AIFD created its CFD program, in part, to provide a tool for consumers to use when selecting a professional floral designer. CFD recognition is granted only after a floral designer has demonstrated their understanding of the concepts of design through education pathways and then by subjecting their floral design work to a vigorous peer evaluation conducted by an international panel of design experts.

"The CFD and AIFD professional designations salute a floral designer for his or her artistry and provides consumers with a tool to use for selecting quality professional work," said Brian Vetter AIFD, CFD, chairman of AIFD's Certification Committee.

As part of its recognition program, AIFD will assist consumers in locating a CFD qualified floral designer by listing them on its website, aifd.org. Floral designers who achieve the CFD recognition will be required to hone their artistry through continuing education in the field of floral design.

###

About the American Institute of Floral Designers (AIFD)

The mission of the American Institute of Floral Designers (AIFD) is to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form. Established in 1965 AIFD is, today, the floral industry's leading non-profit organization dedicated to establishing, maintaining and recognizing the highest standard of professional floral design. AIFD and its accredited members are in the forefront of the industry in presenting educational design programs and in designing flowers for events worldwide. Find more information at aifd.org.