

**South Florida Water Management District and
Florida Nursery, Growers and Landscape Association
Team Up to Promote Water-Wise Landscaping**

New "GrowSmart" Campaign Encourages the Use of Drought-Tolerant Plants

West Palm Beach, FL – To help spread the message of water conservation during this year's unusually dry conditions, the South Florida Water Management District (SFWMD) and Florida Nursery, Growers and Landscape Association (FNGLA) have teamed up to launch "*GrowSmart*," a public awareness campaign that encourages water-wise landscaping and promotes the use of "the right plant for the right place."

As part of the campaign, the organizations are collaborating on community outreach and developing materials to be distributed to customers at retail garden centers. The campaign also will include joint news releases, articles, and the development of the new "**GrowSmart**" logo, which will help landscapers and plant-owners identify Florida-friendly plants over the coming months. The "GrowSmart" concept also will be promoted to landscape maintenance companies.

"As much as 50 percent of all potable water in South Florida is used on lawns and landscaping," said Bruce Adams, SFWMD water conservation officer. "This campaign will encourage more sensible outdoor water use by engaging plant owners as they make their landscaping decisions and leveraging the heightened awareness produced by the recent dry conditions."

"Most people in South Florida Water too much," added Deb Joneck, President of the Palm Beach Chapter of FNGLA. "This program is designed to teach people how to have healthier gardens by using water more wisely all year long. We want people to know that they can still have a beautiful garden during water restrictions."

Also as part of the campaign, FNGLA is producing a series of television public service announcements focusing on sensible sprinkling, water-saving gardening principles, and other useful lawn and plant tips. These ads will air on South Florida networks beginning in April.