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“2010 Festival of Flowers”

Press Release

“2010 Festival of Flowers raises \$21,000 for Local Youth Programming at UAY”

Over 275 guests attended United Action for Youth’s fourth annual Festival of Flowers Flower Show and Competition. This year’s Festival was entitled “Flower Power. 40 years of Celebrating Youth.” It was held at Brown Deer Clubhouse on Thursday June 3, 2010. Floral arrangements and container gardens were donated by local professionals, amateurs, youth and celebrities to raise money for UAY’s Teen Parent, Youth Development, and Counseling programs. Nearly 275 people attended the Festival of Flowers this year to take in the amazing floral arrangements. During the sneak preview, refreshments were provided and garden items handmade by youth were available for purchase. The reception began at 5:30pm where 142 floral arrangements were sold through both a silent and live auction. Entries included an amazing array of talent, many with a 70’s Flower Power twist. Robyn Hepker served as the Emcee and Mark Sharpless was the auctioneer. Music from the 70’s was provided by local youth who participate in UAY programming. Some of the live auction items included the winning entries, amazing Hawkeye football container gardens, a golf package, local celebrity container gardens, and artwork by locally renowned artists.

Guests voted for People’s Choice throughout the day which was awarded to Every Bloomin Thing. Three local Master Gardeners; A.K. Traw, Barb Schintler and Sharon Jeter served as judges. Plaques were awarded for People’s Choice, Most Creative Container and Best in Show. 1st Place ribbons were awarded in each category and division. This event has evolved into a much anticipated spring fundraiser that gets more creative every year. A special thank you goes out to our event committee, presenting sponsor Quality Care, Junior Service League volunteers and Julie Poelter of Fountain of Flowers, Iowa City Landscaping, Pleasant Valley, and Melissa Clark from Waterfront Hy Vee for helping youth create amazing floral arrangements. Thank you to our sponsors City of Coralville, Mercy Hospital, MidWestOne Bank, Veridian Credit Union, Amana Family Practice, A.W. Welt Ambrisco, Croco Orthodontics, Iowa City Landscaping, University of Iowa Community Credit Union, Dr. Lori Wenzel, Bread Garden Market. Also thanks to UAY staff for doing what they do best – connecting with youth through creative arts. To learn more about the event or to join next year’s committee go to www.unitedactionforyouth.org.

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