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PRESS RELEASE

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AmericanHort Makes Major Investment in the Horticultural Research Institute

Pledges $100,000 to Support Future Research Projects

Columbus, Ohio – AmericanHort announced at Cultivate'14 this week a pledge to support the Horticultural Research Institute with a gift of $100,000. The national horticulture association is committing $50,000 and will match up to another $50,000 in gifts from other individuals and companies for a total contribution of $100,000. The Horticultural Research Institute is the industry's research and development organization with an endowment of nearly $11 million. It is considered the research affiliate of AmericanHort.

"The Horticultural Research Institute is one of the most important organizations in our industry and is our partner in supporting the development of horticulture and all of our businesses," said Mark Foertmeyer, AmericanHort's Chairman of the Board. "It's important that our industry has a strong research-focused organization so we are proud to contribute to the endowment."

Harvey Cotten, president of the Horticultural Research Institute, said, "This is a very generous gift from AmericanHort, and it will go a long way in supporting our efforts. It's important that others give so we can access the matching funds offered by AmericanHort."

Earlier this year, the Horticultural Research Institute announced it will grant in fiscal year 2014 $400,000 in financial support for 16 new projects that investigate solutions in the areas of horticultural production, pest management, environmental stewardship, and business and marketing. The organization also distributed more than $20,000 in scholarships to college students.

"An industry is advanced by the support of its community participants. I hope this pledge will nudge others to get involved by supporting the organizations that are supporting them," said Michael V. Geary, CAE, AmericanHort's President and Chief Executive Officer.

Matching contributions or multi-year pledges can be made online at HRIresearch.org or by contacting the Horticultural Research Institute at 202-789-2900.

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AmericanHort was formed in 2014 by the consolidation of the American Nursery & Landscape Association and OFA – The Association of Horticulture Professionals. With a combined history of 220+ years, AmericanHort supports nearly 16,000 member and affiliated businesses that include breeders, greenhouse and nursery growers, garden retailers, distributors, interior and exterior landscape professionals, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain. The horticulture industry's production, wholesale, retail, and landscape service components have annual sales of $163 billion, and sustain over 1,150,000 full- and part-time jobs. Our mission is to unite, promote, and advance the horticulture industry through advocacy, collaboration, connectivity, education, market development, and research. The association has offices in Columbus, Ohio for administration and member services, and in Washington, DC to facilitate government relations and research activities.