



For Immediate Release

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## **California Cut Flower Commission Launches Redesigned Web Site Flower PR, LLC is born**

(Ovid, MI) Flower PR, LLC is also proud to announce the launch of the redesigned CCFC.org, the official web site of the California Cut Flower Commission. Flower PR, LLC will host and handle the web site activities for the CCFC.

“The floriculture industry has a compelling story to tell and the web is a great tool to reach audiences, especially new entrants into the marketplace. I am proud of the team we’ve put together to undertake these ambitious projects,” stated William R. Carlson, President of Flower PR, LLC. “Building the CCFC web site was a real joy for us because of the wealth of high quality and innovative materials they produce.”

CCFC.org will feature monthly updates, a flower database, updates on the Commission’s programs, a calendar of events, and regular email updates to industry friends and consumers.

After 14 years in floriculture association management, William R. Carlson has formed Flower PR, LLC, a company dedicated to web site development and project based public relations in the green industry. Carlson was the Executive Director of the Floral Trade Council for 12 years and the Managing Director of the Flower Promotion Organization for the last 7 years. During his tenure with the FPO, he developed campaigns on the organization’s website, [www.flowerpossibilities.com](http://www.flowerpossibilities.com) which included the highly successful “flower recipes” program, which provides the staples for the monthly content on the site. Carlson was also instrumental in the creation of the monthly video “podcasts” the site features.

About Flower PR, LLC: Flower PR, LLC is dedicated to providing clients public relations programs and websites which integrate with their marketing and PR plans. They specialize in green industry consumer and B to B sites. They offer hosting, monthly update packages, and consumer interaction solutions. The company’s website is [www.flowerpr.com](http://www.flowerpr.com).

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