

March 6, 2014

## Artsy Flamingo Flock is Getting Ready to Land!

After three years on the road, the popular but shopworn flock of plastic pink yard flamingos that are a signature part of our Be Floridian "Skip The Fertilizer" campaign is getting some pizzazz this Spring!



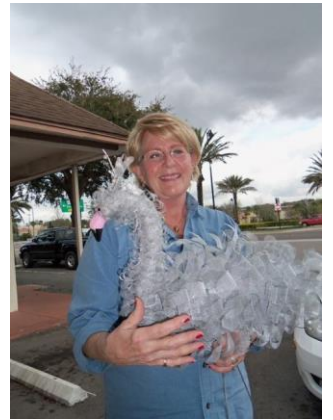
Artist Cari Majors and "Flaming Finley"

Artists from throughout the Tampa and Sarasota Bay watersheds are putting their creative touch on 25 of our 50 yard birds, making each one a unique masterpiece of outdoor art. The custom-painted flock will be the centerpiece of our community outreach campaign this Spring, helping to promote our message to skip the fertilizer during the summer rainy season and "Garden Like A Floridian."

Look for the colorful flock at art and community festivals all over the region. Beginning this summer, they will be traveling around the region as a mobile art exhibit.

Our Sarasota campaign partners will have their own brightly feathered flock to parade, courtesy of uber-talented students at the Ringling College of Art and Design.

Make sure to "Like" the Be Floridian and Follow The Flock Facebook pages to find out where these one-of-a-kind flamingos will be landing this Spring.



Artist Pete Lawson and "Mesheba"