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**FOR IMMEDIATE RELEASE**

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## **Lisa Heredia promotion**

*Vista, California* — Floragem is pleased to announce that Lisa Heredia has been promoted to the role of Marketing Manager. In addition to her role as National Program Coordinator, her new responsibilities will deal with all marketing communications for the company. Heredia has been with Floragem 6 years. Laurie Scullin will continue to work with Floragem on creative and public relations matters. Floragem is a horticultural marketing company working with growers and retailers.

Floragem is a horticultural marketing company that works with The Home Depot on the VIVA! collection of flowers, grown by The Home Depot grower network and sold exclusively through The Home Depot. Consumer information on VIVA! plants is available at [www.vivagarden.com](http://www.vivagarden.com) or to the press in the press room of [www.floragem.com](http://www.floragem.com).



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