

FOR IMMEDIATE RELEASE

Thursd Welcomes Rosemary Kimunya as a Floral Influencer to its Community.

Rosemary Kimunya, celebrated for her profound impact on the floral and agribusiness sectors, has been an example to many in Kenya. Her endeavors, including the organization of the Kenya Flower Festival, have significantly contributed to putting Kenyan floral artistry on the global map.

Amsterdam, March 22, 2024 – Thursd is delighted to announce its strategic partnership with Rosemary Kimunya. Kimunya, known from the Kenyan Flower Festival, and featured in the prestigious Top 100 Agribusiness Women in Africa, brings a wealth of innovation and expertise to this collaboration. This alliance not only highlights Thursd’s commitment to celebrating exceptional talent across the floral sector but also reinforces its dedication to fostering an environment of recognition and empowerment within its community.

Rosemary's approach as a Floral Influencer intertwines the beauty of flora and the dedication of breeders and growers with the essence of community building. Both Thursd and Rosemary discussed the future of this collaboration, highlighting the shared vision of increasing the visibility of Kenyan businesses and the broader floral industry online. Through regular farm visits, content creation, sharing it on her social channels, and active engagement with both local and international audiences, this partnership aims to foster a deeper appreciation for the flower industry globally.

As Thursd and Rosemary Kimunya start this collaboration, the floral community can anticipate a surge of inspiring content, impactful initiatives, and a stronger emphasis on the power of recognition and support within the industry. This collaboration is not just about showcasing the beauty of flowers but also about highlighting the remarkable individuals and stories behind them.

This partnership between Thursd and Kimunya is poised to enrich the floral industry with a wealth of knowledge, creativity, and a renewed focus on community empowerment. Kimunya's recent accolades and her philosophy of elevating those around her align perfectly with Thursd mission to connect, inspire, and support the floral community globally.

ABOUT THURSD

Thursd (www.thursd.com) is an international online platform/magazine with stories from and about companies and individuals in the floriculture industry. With these "stories" Thursd connects the chain, from the breeder to the consumer.

=====

Note for the editors

For more information, please contact Arnold Wittkamp: arnold@thursd.com, +31 6 55 27 56 11.
The attached photos are intended for publication.