

P R E S S   R E L E A S E

**Thursd.**

***FOR IMMEDIATE RELEASE***

***Thursd Welcomes Shallima Turizo Dancur as Influencer & Brand Partnership Manager to its Community.***

*Shallima Turizo Dancur is a distinguished floral designer in Colombia, renowned for her work with Lottas Floral Design. With over a decade of experience, she excels in creating luxurious and unconventional floral compositions.*

**Amsterdam, April 17, 2024 – Thursd is delighted to announce its strategic partnership with Shallima Turizo Dancur. This partnership does more than showcase Thursd's commitment to honoring outstanding talent in the floral industry; it also strengthens its resolve to nurture a culture of acknowledgment and support among its members.**

Shallima brings a wealth of innovation and expertise to this collaboration. Her dedication to exploring and adopting new breeder varieties of flowers demonstrates her commitment to innovation in floral design. Shallima is celebrated for her artistic flair and meticulous attention to detail, which have placed her at the forefront of the industry in Colombia. She brings a unique blend of innovation and expertise to Thursd.



This collaboration highlights Thursd's commitment to creating a supportive and celebratory environment, which aligns with its goal to connect, inspire, and uplift both individuals and organizations within the floriculture sector.

As Thursd and Shallima join forces, the floral community anticipates a surge of inspiring content and significant initiatives. This partnership is focused not just on displaying the visual splendor of flowers, but also on emphasizing the extraordinary people and stories at the heart of the industry.

This alliance is set to enhance the floral industry with critical insights, creativity, and a strengthened emphasis on community empowerment. Shallima's accomplishments and her approach to uplifting others align seamlessly with Thursd's mission to connect, inspire, and support the worldwide floral community.



**ABOUT THURSD**

Thursd ([www.thursd.com](http://www.thursd.com)) is an international online 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.

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Note for the editors

For more information, please contact Arnold Wittkamp: [arnold@thursd.com](mailto:arnold@thursd.com), +31 6 55 27 56 11.

The attached photos are intended for publication.