

## Puerto Vallarta Bougainvillea Festival

City-sponsored floral festivals—such as the Cherry Blossom Festival in Washington, D. C.—are proven economic stimulators that showcase the beauty of a community while generating millions of dollars of revenue through increased tourism.



### Bougainvilleas...

- thrive in Puerto Vallarta
- are resistant to pests
- establish themselves quickly
- are available in a diverse range of colors
- bloom almost continuously
- represent a positive image of Mexico



The PV Garden Club and its volunteers aim at increasing plantings of colorful bougainvilleas in public spaces to launch an annual Puerto Vallarta Bougainvillea Festival that will make our city known as “The City of Bougainvilleas.”

- Embracing the “green movement” as a guiding principle improves a community’s image and psychological well-being.

- Communities that optimize their public green spaces are perceived as part of this movement and are emerging as leaders.

- Gardens and floral festivals have proved to be powerful tourism generators.

- By creating and supporting new tourism generators, Puerto Vallarta benefits its residents with more jobs and increased prosperity.

- Vallarta competes with other world-class tourist destinations that understand the importance of investing in their public green spaces. Let’s stay in the competition for tourist travel and its many associated benefits to our beloved city.

**Become a member, sponsor a project or volunteer today.**

**For more about the PV Garden Club, please visit our website:**

**[www.puertovallartagc.org](http://www.puertovallartagc.org)**

**or call Carlos Mendoza at:**

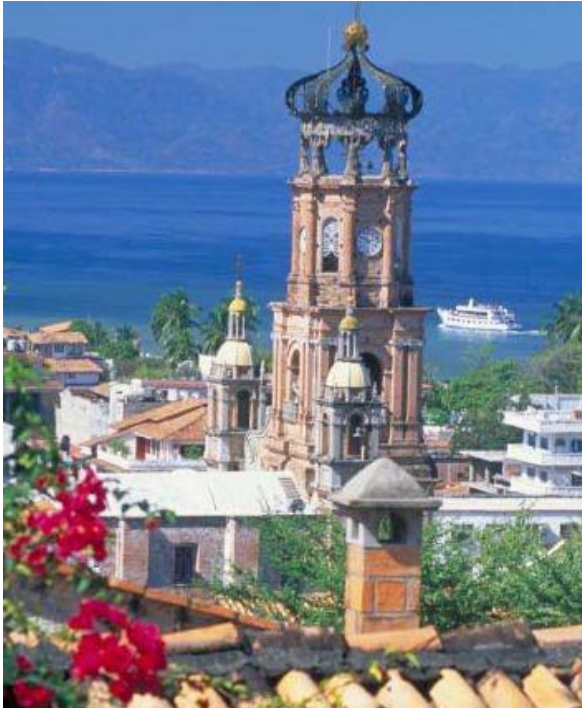
**322.223.6182.**

## PV Garden Club’s Call to Action



**Mission:** To beautify and protect the environment through civic planting projects, educational and horticultural programs, for the enjoyment of Puerto Vallarta’s residents and our visitors.

**Communities** that boast lush gardens and vibrantly green public spaces are perceived as safe, secure and civilized. The PV Garden Club is working to reinvigorate our city's green spaces and safeguard Puerto Vallarta's beauty, to both benefit our residents and to promote tourism so important to our economy. The Municipality of Puerto Vallarta has an extremely limited budget for urban landscaping, so it is up to concerned citizens to preserve and enhance the qualities that we love in our city.



## Community Projects

Our Planter Box Project is building an urban forest that not only looks beautiful but will also cool, freshen and shade our streets throughout the summer.

We are able to offer sponsorship opportunities for these planters at an amazing value because of the care and commitment of our member volunteers.



Sponsors are recognized on each planter box with a hand-painted 30-X-30-cm (12-X-12-in.) ceramic tile with the wording and artwork of their choice.

Promote your business or memorialize a loved one while you show your love of Vallarta by sponsoring a planter!



Areas currently being beautified by the PV Garden Club include

- Los Mangos Library
- Calle Basilio Badillo
- The Mercado Area

With your help, we will soon be transforming more areas of the city...