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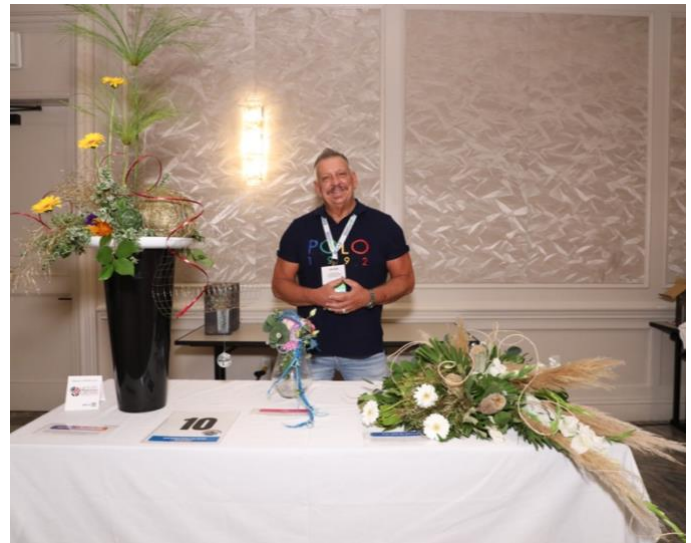
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### Jackie Lacey AAF, AIFD, CFD, PFCI, Wins 55th Annual Sylvia Cup Design Competition

**Alexandria, VA. — Aug. 12, 2024** — Jackie Lacey, AAF, AIFD, CFD, PFCI, Design Education Director at The Profitable Florist in Jacksonville, Florida, won the 55<sup>th</sup> annual Sylvia Cup Design Competition at the Society of American Florists' 139<sup>th</sup> annual convention. During the Stars of the Industry Awards Recognition on Aug. 8, Lacey was presented with the grand prize, which includes the trophy cup, \$3,000, and complimentary registration to SAF's annual convention.

The Sylvia Cup is the country's longest-running live floral design competition. The Sylvia Cup Design Competition began in 1967 and is named for Sylvia MacGuffog Valencia, a prominent designer and long-time SAF supporter.

Sharon Ivey AIFD, PFCI, AAF, CFD, GMF, owner and head designer of Sharin' a Floral Adventure in Mansfield, Georgia, was the first runner-up and received \$500; Jenny Thomasson, AAF, AIFD, EMC, PFCI, of Jenny T Floristry & Dr Delphinium in Dallas, Texas was second runner-up and received \$250.



*Jackie Lacey, AAF, AIFD, CFD, PFCI,*



*Sharon Ivey AIFD, PFCI, AAF, CFD, GMF*



*Jenny Thomasson, AAF, AIFD, EMC, PFCI*

The 17 competing designers had just two hours to create three designs in the style of This year, we challenged Sylvia Cup contestants with the theme of “Colors in Bloom.”

"Colors in Bloom" is a unique floral design concept that delves into the profound impact of color on human emotion. This year's Sylvia Cup Competition challenged participants to harness the power of color in conveying specific emotions through the art of floral design. Three distinct categories provided a platform for designers to showcase their creativity, drawing inspiration from the vibrant and diverse palette that the city of Miami offers.

The three designs were:

- **Nightlife of Miami Beach:** An arrangement that captures the excitement and energy of a lively club atmosphere inspired by Miami's vibrant nightlife.
- **I Do:** A cascade bouquet that encapsulates the serenity and peacefulness of a beach wedding.
- **You Will Be Missed:** A funeral sympathy casket spray arrangement inspired by love for the natural world with a focus on the deceased's affinity for palm trees and plants.

The Sylvia Cup competition, organized by the Professional Floral Communicators-International (PFCI), was sponsored by Smithers-Oasis, which provided the prize money and hard goods, and Certified American Grown, which provided the fresh product.

Three AIFD Certified Floral Evaluators/Judges appointed by the PFCI Board of Trustees scored each design based on nine factors covering design elements, design principles, mechanics and execution and creative application. The highest combined score determined the winner.

The 2024 Judges were:

- Alejandro Figueira Fernandes
- Jodi McShan, AAF, AIFD, PFCI
- Leanne Kesler, AAF, AIFD, PFCI, FDI

*Event photos will be available here: [SAF Photo albums | Flickr](#)*

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit [SAFNow.org](http://SAFNow.org).