

FOR IMMEDIATE RELEASE



**TELEFLORA HONORS PAUL RAIMONDI OF RAIMONDI'S FLORIST
AS THE 2017 RECIPIENT OF THE TOM BUTLER
"FLORAL RETAILER OF THE YEAR" AWARD**

*Third Annual Award Honors the Legacy of Former Teleflora Chairman,
Tom Butler – "The Champion of Florists"*

Los Angeles, CA (September 11, 2017) – Teleflora, the world's leading floral gifting service today proudly announced the recipient of the third annual Tom Butler "Floral Retailer of the Year" Award is Paul Raimondi, owner of [Raimondi's Florist](#). Raimondi's Florist is a third-generation floral shop and one of Maryland's largest florists with six locations spanning Baltimore/Pikesville, Ellicott City/Columbia, Lutherville/Towson, Parkville/Carney, Randallstown, and Rosedale. The Honorary Award recognizes a retail florist and Teleflora member that best embodies the legacy of Teleflora's former Chairman, Tom Butler. In addition to running a first-class retail operation, the award winner shows the highest level of commitment and service to their local community, is a dedicated ambassador to the floral industry, and provides leadership and guidance to fellow florists. Paul Raimondi was awarded this year's Tom Butler "Floral Retailer of the Year" Award in his hometown of Baltimore, Maryland, which was personally presented by Jack Howard, Executive Vice President of National Accounts at Teleflora.

Teleflora established the Tom Butler "Floral Retailer of the Year" Award in honor of Teleflora's past Chairman Tom Butler, who led Teleflora in its mission to serve as a trusted business partner, friend and innovator to independent retail florists across the U.S. and Canada since 1995.

"On behalf of everyone at Teleflora, we are delighted to honor Paul Raimondi of Raimondi's Florist as the recipient of Teleflora's third annual Tom Butler 'Floral Retailer of the Year'," said Jack Howard, Executive Vice President of National Accounts at Teleflora. "Paul is a proven powerhouse in the floral industry, whose foresight, leadership and innovative approach to growing a thriving floral business in today's

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competitive environment serves as a great role model for others. He is a mentor to fellow florists, a good neighbor to his community, and an all-around ‘good guy,’ which makes us so proud to recognize and award his hard work and dedication today.”

Raimondi’s Florist is a third-generation, family-owned and operated floral business that’s been serving the Baltimore, Maryland community for more than 83 years. Paul Raimondi grew up in his family’s legacy and worked his way to the top, assuming full control of the business in 1985, and expanded the brand into multiple store locations throughout Maryland. 10 years later, he extended their primary product line of designing and delivering professionally-arranged flowers to also include pre-packaged gifts such as fine chocolates, candies, and nuts. Today, their shops also sell fresh baked goods online and in-store, along with serving coffee to complement their customer’s in-store experience. The bridal and sympathy segment of the business also continues to thrive, with its shops now servicing the floral needs at more than 130 funeral homes throughout Maryland. Paul Raimondi epitomizes what it is to be a good neighbor. Awarded the “Good Neighbor Day” proclamation from the state of Maryland in the early 1970s, Raimondi’s Florist continues to earn the respect and admiration from the community at large. Just as passionate about serving his community, as he is with his business, Paul Raimondi is an advocate for numerous charities, particularly in the effort to fight against breast cancer. For more information, visit www.raimondisflorist.com or LIKE their Facebook page at <https://www.facebook.com/raimondis.florist>

About The Leadership Legacy of Tom Butler

Tom Butler’s passion for the floral industry inspired an almost 50-year career. He served as Chairman of Teleflora, Chairman of the American Floral Endowment (AFE) and was a longtime devoted advocate for the Endowment, beginning his service as a trustee in 2006. Known for possessing an unparalleled knack for fundraising and for his significant interest in expanding and improving the Endowment, Tom’s commitment to giving and innovation continues within the floral industry through the Tom Butler Family Fund that helps provide funds to support The American Floral Endowment’s research and grant efforts. Among his many roles and accomplishments, Tom served as the Chair of the AFE Development Committee and as a Trustee on the AFE Board; TI World President;

Member of the American Academy of Florists; Professional Floral Communicators International; Society of American Florists (Past Board of Directors).

He was also a member of numerous national floral and state floral associations. Recipient of SAF's Hall of Fame Award and Paul Ecke, Jr. Award, Florida State Florists' Association Hall of Fame Award and Lifetime Achievement Award and Place in the Sun Award; Michigan State Florists' Association Award of National Industry Service; Michigan Floral Foundation Hall of Fame Award; Arkansas State Florists' Association Distinguished Service Award and Oklahoma State Florists' Hall of Fame. Tom passed away in August, 2014, after a battle with cancer. For many who knew Tom, he was considered to be the 'Chief Champion of Florists' – always there when they needed him, always understanding their issues and concerns, and always representing their cause.

About Teleflora

Teleflora brings together the time-honored tradition of sending flowers with the modern benefits of an advanced florist network. By tapping over 10,000 member florists in North America alone, Teleflora offers the kind of personal touches, artistry and expertise you expect from a trusted neighborhood florist—even if that neighborhood is across the country. No prepackaged flowers in nondescript boxes dropped on your doorstep—Teleflora's network of professional florists create artistic arrangements personally delivered in a vase, often on the same day. And, with the organization's pioneering "Flowers in a Gift" Collection, the recipient gets a keepsake that turns the treasured gesture of a bouquet into a lasting memento. Luxe yet affordable, aspirational yet accessible, Teleflora makes every day an occasion. [Follow Teleflora on Facebook.](#)

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