Flower power

Danvers florist ‘petals it forward’ with double daisy donations

We don’t live in the bubble of consciousness that comes with owning a flower delivery and then finding out the arrangement is for free.

Hundreds of local people had the chance to experience that joy and give in return through the “Petals in Forward” program with Gourmet Flowers of 19 Park St. in Danvers.

The “Petals in Forward” movement was launched nationally by the Society of American Florists, according to Gourmet manager Paul Dwyer Jr.

The society encourages florists to give away two bunches of flowers that day—one to a recipient and another for that person to give away to a friend, family member, co-worker or even a complete stranger.

Paul Dwyer Jr. hands out a Danvers Flowers box to delivery boy Jordan G.⤴️Gifts delivered to Daily Harvest Cafe at 113 High St. Over the next 90 minutes, the daisies were given away free to safe sustenance.

Jill Hugoe says the whole idea is getting flowers into the hands of people who wouldn’t necessarily get them.

A friend says he was happy to share the daisies with Daily Harvest Cafe, another locally owned and operated business.

But he notes that the flowers went fast that afternoon.

“Next year, I’m going to have way, way more,” he says.

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Before

After

Before

After

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