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David's Bridal Offers Local Vendor Program to FTD® Florists

July 24, 2019, Downers Grove, IL – David's Bridal and FTD have joined forces to offer local FTD Florists a turnkey way to optimize their wedding floral business. A special package has been created by the nation's leading bridal destination at a discount that includes leads, in-store promotion (literature, event presence) and ongoing marketing support. The David's Bridal Local Vendor Program offers a local florist the opportunity to increase their wedding business with early access to brides that register with the brand.

"We're excited to bring this value-add program to our florist members to support their local wedding business," said Tom Moeller, Executive Vice President, Florist. "David's Bridal is the most iconic bridal destination with invaluable access to brides throughout her entire bridal journey. This program is a great fit for any florist looking to grow their wedding and event business."

The David's Bridal Local Vendor Program offers a variety of features (prices, participation and availability will vary by market):

- Leads – bi-weekly lists of newly registered bridal leads to market floral services through email and direct mail
- Local events – participation in local events at a David's Bridal store to promote floral services
- Email inclusion – local florist information included in a monthly local vendor email sent by David's Bridal to recently registered brides by store
- Literature distribution – opportunity to display print marketing in David's Bridal store
- In-store engagement – networking with local David's Bridal managers, stylists and brides
- Marketing support – ongoing support using best practices to assist in optimizing marketing communications
- Exclusive program rate – discounted monthly rate to join the program, only for FTD Florists

For over 60 years, David's Bridal has remained the most iconic bridal destination helping generations of brides navigate the bridal experience. The bridal brand has a legacy of building a highly-engaged experience that delivers increased business.

To learn more about the David's Bridal Local Vendor Program for FTD Florists, visit www.FTDi.com/DavidsBridal.

Learn more about David's Bridal at https://www.davidsbridal.com.

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