

FOR IMMEDIATE RELEASE

Contact: (Name)

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(Business Name) Joins Nationwide Effort to ‘Petal It Forward’

Local Business Spreads Smiles and Stress Relief, Two Bouquets at a Time

(City, State), (Date) — Today, (Business Name) is joining dozens of floral industry businesses nationwide to surprise unsuspecting passersby in (city) with two free flower bouquets each — one to keep and one to give to a friend, family member, colleague, or even a stranger. The random-acts-of-kindness effort — called *Petal It Forward* and organized by the Society of American Florists (SAF), of which (Business Name) is a member — is designed to help people start their day with more smiles and less stress. The effort illustrates [research](#) from the University of North Florida (UNF) that shows living with flowers reduces stress.

“Petal It Forward is the floral industry’s way of giving back,” said Elizabeth Daly, SAF’s manager of marketing and communications, citing the effort was purposefully planned for a Wednesday to help the mid-week slump. (Name) of (Business name) wanted to be a part of the mood-boosting effort, and make a difference in the community. “(Quote about why you are participating goes here),” said (Last name). “Through the positive effects of flowers, we hope to make someone’s day brighter, and provide a much-needed moment of calm amidst the hectic pace of life,” he/she added.

The research findings on flowers and stress relief, and the need for mood-boosting gestures, seem timely: A survey by Wakefield Research in July showed that 68 percent of Americans experience stress weekly, and 32 percent report feeling stressed daily. Women are even more affected, with 25 percent reporting feeling stress multiple times a day.

(Last name) says the original idea behind Petal It Forward’s ‘keep one, share one’ concept, which started in 2015, came after looking at statistics that showed while 80 percent of people reported *receiving* flowers makes them happy, even more (88 percent) said that *giving* flowers makes them happy. “We want to give people the chance to experience both,” said (Last name). “(Include a final quote here about the power of flowers, or the impact you’ve seen a gift of flowers have on others.)”

In addition to the research on stress, previous behavioral studies conducted by [Rutgers](#) and [Harvard](#) scientifically demonstrate the positive impact flowers have on emotional well-being. For information on the effects of flowers on stress research, visit

aboutflowers.com/stressless. For research on all of the health benefits of flowers, visit aboutflowers.com/research.

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EDITOR'S NOTE: For more information on the Petal It Forward effort, please contact Stephanie Brady at the Society of American Florists at sbrady@safnow.org.

About (company name)

(Add a brief description here about your company: location, number of years in business, etc.)

About the Society of American Florists

The Society of American Florists is the national trade association to the floral industry, representing growers, wholesalers, retailers, suppliers, importers, educators, designers and allied organizations.