**\*\*\*MEDIA ADVISORY\*\*\***

**SEE CONTACT INFO. BELOW FOR PHOTO AND INTERVIEW OPPORTUNITIES**

**[NAME OF SAF MEMBER’S COMPANY / FLORIST] IN PARTNERSHIP WITH THE SOCIETY OF AMERICAN FLORISTS SET TO BRIGHTEN [DAY OF THE WEEK] FOR BUSY COMMUTERS IN [LOCAL AREA]; ENCOURAGES [LOCALS] TO ‘PETAL IT FORWARD’**

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| WHAT: | [NAME OF SAF MEMBER’S COMPANY / FLORIST] IS HITTING THE STREETS OF [LOCAL AREA] ON [DATE] TO HAND OUT [FLOWERS OR BOUQUETS] TO BUSY MORNING COMMUTERS TO HELP BRIGHTEN THEIR DAY AS PART OF THE ‘PETAL IT FORWARD’ PROGRAM. EACH PERSON WILL RECEIVE TWO [FLOWERS OR BOUQUETS] – ONE TO KEEP AND ONE TO SHARE.  [NAME OF SAF MEMBER’S COMPANY / FLORIST] IS JOINING HUNDREDS OF FLORISTS ACROSS THE COUNTRY IN THIS RANDOM-ACTS-OF-KINDNESS EFFORT. |
| WHY: | THE ‘PETAL IT FORWARD’ PROGRAM IS IN RESPONSE TO THE RELEASE OF DATA FROM THE SOCIETY OF AMERICAN FLORISTS (SAF) SHOWING THE POSITIVE EMOTIONAL BENEFITS OF FLOWERS.  THE FOLLOWING ARE HIGHLIGHTS FROM SAF’S SURVEY OF OVER 2,500 AMERICANS THROUGHOUT THE UNITED STATES:   * WHEN IT COMES TO HAPPINESS, IT’S JUST AS GOOD TO GIVE FLOWERS AS IT IS TO RECEIVE: 88 PERCENT OF AMERICANS REPORT THAT GIVING FLOWERS MAKES THEM FEEL HAPPY. 80 PERCENT REPORTED THAT RECEIVING FLOWERS MAKES THEM FEEL HAPPY. * JUST BEING AROUND FLOWERS IMPROVES YOUR MOOD: 76 PERCENT OF AMERICANS AGREE THAT HAVING FLOWERS IN THEIR HOME OR OFFICE IMPROVES THEIR MOOD. |
| WHO: | THE SOCIETY OF AMERICAN FLORISTS’ [LOCAL AREA] ‘PETAL IT FORWARD’ TEAM IN PARTNERSHIP WITH [YOUR BUSINESS/ORGANIZATION]  [NAME & TITLE OF YOUR BUSINESS/SHOP INTERVIEW REPRESENTATIVE] IS AVAILABLE FOR INTERVIEWS UPON REQUEST |
| WHEN: | [DAY, MONTH DATE, YEAR] [XX:XX AM/PM – XX:XX AM/PM] |
| WHERE: | [ADDRESS WHERE EVENT WILL TAKE PLACE + ANY ADDITIONAL INFORMATION, SUCH AS CROSS STREETS, PROXIMITY TO LANDMARKS, ETC.] |
| CONTACT: | FOR PRESS INQUIRIES AND PHOTO/INTERVIEW REQUESTS: [CONTACT NAME, ORGANIZATION NAME, EMAIL, PHONE]  *(NOTE: MAKE SURE TO PROVIDE PHONE NUMBER WHERE CONTACT CAN BE REACHED DURING THE EVENT, SUCH AS A CELL PHONE NUMBER)* |