

*****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'

WHAT:	<p>[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.</p> <p>[NAME OF SAF MEMBER'S COMPANY / FLORIST] IS JOINING HUNDREDS OF FLORISTS ACROSS THE COUNTRY IN THIS RANDOM-ACTS-OF-KINDNESS EFFORT.</p>
WHY:	<p>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.</p> <p>THE FOLLOWING ARE HIGHLIGHTS FROM SAF'S SURVEY OF OVER 2,500 AMERICANS THROUGHOUT THE UNITED STATES:</p> <ul style="list-style-type: none">• <u>WHEN IT COMES TO HAPPINESS, IT'S JUST AS GOOD TO GIVE FLOWERS AS IT IS TO RECEIVE:</u> 88 PERCENT OF AMERICANS REPORT THAT <u>GIVING</u> FLOWERS MAKES THEM FEEL HAPPY. 80 PERCENT REPORTED THAT <u>RECEIVING</u> FLOWERS MAKES THEM FEEL HAPPY.• <u>JUST BEING AROUND FLOWERS IMPROVES YOUR MOOD:</u> 76 PERCENT OF AMERICANS AGREE THAT HAVING FLOWERS IN THEIR HOME OR OFFICE IMPROVES THEIR MOOD.
WHO:	<p>THE SOCIETY OF AMERICAN FLORISTS' [LOCAL AREA] 'PETAL IT FORWARD' TEAM IN PARTNERSHIP WITH [YOUR BUSINESS/ORGANIZATION]</p> <p><u>[NAME & TITLE OF YOUR BUSINESS/SHOP INTERVIEW REPRESENTATIVE] IS AVAILABLE FOR INTERVIEWS UPON REQUEST</u></p>
WHEN:	<p>[DAY, MONTH DATE, YEAR] [XX:XX AM/PM – XX:XX AM/PM]</p>
WHERE:	<p>[ADDRESS WHERE EVENT WILL TAKE PLACE + ANY ADDITIONAL INFORMATION, SUCH AS CROSS STREETS, PROXIMITY TO LANDMARKS, ETC.]</p>

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)