

****MEDIA ALERT**MEDIA ALERT**MEDIA ALERT**

LOCAL RESIDENTS GET SOMETHING TO SMILE ABOUT

Teleflora Kicks-Off 2009 Make Someone Smile® Week July 19-25

Ferndale/ Detroit based Florist Participates in Annual Community Outreach Program

What: Thousands of people most in need of a smile; hospital patients, children living in foster care facilities, residents of nursing homes will receive a keepsake *Be Happy® Mug* filled with bright flowers compliments of Teleflora and participating Teleflora florists nationwide.

Developed by Teleflora in 2000, *Make Someone Smile® Week* has grown into the floral industry's most successful benevolent initiative in North America. Last year's program

- Delivered **35,000** floral arrangements to those in need of a smile
- Spanned **144** cities throughout the United States and Canada
- Involved **2,000** florists donated their time

When and Where: **Tuesday, July 21, 2009 at 10:00a.m.**
Hilton Convalescent Home
3161 Hilton Road
Ferndale, Michigan

Monday, July 20, 2009 at 10:30 a.m.
Mariner's Inn
445 Ledyard
Detroit, Michigan

Wednesday, July 22, 2009 at 10:00a.m.
American House
777 East Woodward Heights
Hazel Park, Michigan

How: Teleflora donated over 40,000 of its keepsake *Be Happy® Mugs* for the project. Florists, in turn will work with local wholesalers and growers to secure flower donations. With these donations, participating florists will create lovely floral arrangements in the mugs and deliver them to local hospitals, charities and organizations. Locally, more than 300 arrangements will be delivered by Blumz...By JR Designs.

Visuals:

Media opportunities are:

- Capture footage of florists as they deliver flowers to unsuspecting recipients
- Interview participants by phone or in person prior to event
- Interview recipients as follow-up as a testimony to the impact and success of this initiative

Contact:

Please contact **Rachel Rossler** at **Blumz...By JR Designs** at 313-964-5777 to set up interviews and pictures with participating florists and to attend deliveries on-site.

Website:

www.teleflora.com/makesomeonesmile
<http://www.blumz.com/>