

MARCH

Spring an unexpected gift on a friend.

Celebrate spring and take a moment to brighten someone's day with a surprise Floral arrangement. The best reason to send a gift of Flowers is Just Because.

Frequent Flowers: Explore the cheerful colors of spring favorites like tulips, hyacinth and daffodils.

It's a Fact: 83% of people like to receive flowers when they are unexpected.

Did You Know? You can customize a gift of flowers to a friend's personality. Check out the Floral Signature quiz at www.aboutflowers.com.



Tip: When ordering a floral gift, describe the recipient's favorite colors or hobbies to your florist.



APRIL

*Flowers, work overtime,
every time.*

Nature holds the secret to business success, according to research conducted at Texas A&M University. Idea generation, creative performance and problem-solving skills improve substantially in workplace environments with flowers and plants. Find the full study results at www.aboutflowers.com/workplace/research.htm.

Frequent Flowers: A dish garden, a colorful collection of blooming and green plants, can bring the beauty and serenity of nature into your office or home.

It's a Fact: 89% of people agree that a person who gives a gift of flowers is sophisticated.

Did You Know? The last full week in April is Administrative Professionals Week, also known as Professional Secretaries Week.

Tip: Try Flower Power: Send flowers to recognize an employee for a job well done or to express appreciation to a valued client.