

flower talk

Spring 2012

shop talk

Happy to Help

Fleming College, Dragon Boat Festival, MAD MOD MEN, PSO, Peterborough Theatre Guild, Cops for Cancer, TASS Jazz Band

Enjoyment Guarantee

We sell only top quality flowers. We treat each order with personal consideration. Please enjoy your flowers to the fullest. If they do not meet your expectations within 96 hours, please return them to us (with the card) for full replacement. We want you to enjoy the many benefits our blooms can bring.

Flowers All Hours

Need to order flowers after hours? No problem! Our 24-hour answering service is operated by real human beings who will be pleased to assist you at any time of night or day. Just call 742-1617.

Dates to Remember

Passover	April 7th
Easter	April 8th
Secretaries Day	April 25th
Mother's Day	May 13th
Father's Day	June 17th

Why is There No More Helium?

Here at East City Flower Shop we have a huge commitment to our environment which means that we have stopped our sales of helium balloons. Helium is mined from underground caves and the amount that is being produced and mined worldwide is dwindling. As well, helium and latex balloons include the large amounts of latex allergies and the limited amounts of facilities that will accept latex balloons into their building, for example most hospitals. We hope that you, our customer will understand our reasons and that we have opened your mind to the small amount of helium left.

Wedding Package

East City Flower Shop is now offering rose wedding packages at spectacular prices. With 10 colours to choose from, we can arrange beautiful flowers for any wedding.

Green All Around

Do you have a cupboard filled with vases, baskets, or containers? Reduce reuse and recycle. Bring your containers in to us at East City Flower Shop, and we will give you a green plant in exchange. Some green for your home, while you make our Earth a greener place.

2012 Colour of the year: TANGERINE TANGO

According to several online sources, the big colour trend for 2012 is TANGERINE TANGO. Orange is an energizing power colour, invoking enthusiasm and creativity, feelings of warmth, appetite, thoughtfulness and sincerity. Orange means vitality and endurance. What a beautifully positive colour to incorporate into your life this year!

Orange is an easy colour to add to all parts of your life. It can brighten up any room in your house or even your office, and goes with most colour palettes that already exist in your spaces. Although the colour of the year presents itself as a vibrant reddish-orange, we at East City Flower Shop feel that you can take this trend and make it your own by choosing a version of this colour that you are more comfortable with.

We can offer cut flowers and potted plants ranging from pale apricot to a dark rusty red-orange. Flowers are an easy and beautiful way to take part in the trend, and also give you the freedom to move your pop of orange from room to room. Orange is also an attractive burst of colour to add to wedding bouquets or centre pieces, and prom corsages.

So if you're debating between the flashy orange dress and tie, or the throw pillow you're not sure you can commit to consider the option of live flowers or plants to bring this fun and bright trend into your life!

- Pantone.com, squidoo.com, crystal-cure.com, insidevoice.net

Mother's Day is May 13th!

This year FTD and East City Flower Shop are featuring many ways to show Mom you care.

Powder pink and deep magenta, lavender to vibrant plum, your bouquet can be arranged in a glass vase that your mother can use again and each time she will be reminded of you and the beautiful flowers you sent. View all your options at eastcityflowershop.com, or let Janet customize something specifically for your Mother.

Call today, and along with FTD we can send your mom the living gift of flowers – whether she is around the corner or around the world.

- FTD.com



More good reasons to show someone you care. . .

With spring time comes a host of traditional holidays where flowers make the perfect gift or addition to your day. Easter brings the family together again for dinner, so why not take along a centre piece that your hosts can enjoy for days to come? Of course there's Mother's Day which we touched on earlier, and why can't you give something lovely and green for dad on Father's Day?

Here at East City Flower Shop we also like to nod our head at the more obscure days that come and go without most of us even knowing we missed them! A few that we would like to share with you this spring are:



- April 7th: Caramel Popcorn Day
- April 19th: National High Five Day
- May 6th: National Nurse's Day & No Diet Day
- May 9th: Lost Sock Memorial Day
- June 15th: Smile Power Day
- June 26th: Forgiveness Day.

Flowers and potted plants are wonderful gifts, but don't forget that East City Flower Shop gives you the option of adding stuffed animals or chocolates to your flowers. We also offer customized gift baskets full of treats! So whether it's a standardized holiday or a new tradition, call us to help show you care.

- holidayinsights.com, FTD.com

"Love Life, Pick Flowers!"



PickOntario is a marketing campaign funded in part by the Government of Ontario and is partnered with the "Good Things Grow in Ontario" project. PickOntario promotes the use of plants and flowers grown within our province. These products are identified with the pickOntario logo, and are purchased by your florist from any of the programme's featured growers.

Choosing pickOntario products means the plants and flowers you purchase are only days – even hours! – from the greenhouse versus imports from South America and Africa. This means your flowers are fresher when you get them, and they last longer. Many people question the availability and variety supplied by Ontario's greenhouses. Our local growers offer 75 varieties of cut flowers and 120 different indoor potted plants, making up over half of Canada's floriculture producers. Purchasing from these businesses provides thousands of jobs in Ontario, and generates hundreds of millions in sales for our province.

Nearly two-thirds of the plants and flowers here at East City Flower Shop are grown right here in Ontario. We receive six deliveries each week from our greenhouses in order to keep our stock fresh and full. We are proud to buy locally in order to give our customers the best product possible, and to do our part for the economy.

- pickOntario.ca



FlowerTalk is the newsletter of

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