

flower talk

birds in trees, flowers and bees, the days of spring are here

shop talk

Happy to Help

Festival of Trees, Armour Heights School, Breast Cancer, Community Care, Peterborough Youth Choir.

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 After 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 3 rd
Easter	April 8 th
Accountant's Day	April 15 th
Earth Day	April 22 nd
Secretaries Day	April 25 th
Mother's Day	May 13 th
PSO	June 2 nd
Best Friends Day	June 8 th
Father's Day	June 18 th

expressing your love

The FTD Mother's Day Bouquet has been created in soft pink and ivory shades of lilies alstrometeria and roses. The timeless look of this pink china vase will be a vase that mom can use again and again and is dishwasher safe. Call us today at East City Flower Shop, and we can send your mother a loving gift of flowers, whether it is around the corner, or around the world with the help of FTD. You can visit us on line at eastcityflowershop.com



expressing your self

Prom flowers can create a great platform in which you can show your individuality. Using flowers in your hair, on your shoes or as jewelry are one-of-a-kind accessories. Love the use of prom flowers in your attire? Try accessorizing your handbag or bracelet with roses or gerberas. Remember the purpose of prom is to have fun and show the world your uniqueness.

If you can dream it the local florist can make it. With their creative talent and decorative wires, local florists are a great source for the new prom jewelry. Whether you use flowers in your tiara or on your shoes, you can't go wrong with this great prom trend. Your local florist can also help you create a trendy unique prom with flowers. Stop in and discuss the look you want with your local florist.



Flowers of the Month

April Sweet Pea
May Lily of the Valley
June Rose

Drying Flowers

Choosing Flowers

- ✿ Choose only the best flowers, since drying will emphasize imperfections.
- ✿ Pick flowers that are dry but not wilted from heat and sun.
- ✿ Select flowers at different stages of development, from buds to fully open blossoms. Flowers will open further as they dry.
- ✿ Blue, orange and pink flowers will retain the best color when dried.

Microwave Drying

You will have to test a few plants to determine the drying time. Two minutes set on "high" is a good starting point. Put the plant material inside folded paper towels, and place a dish on top of them to keep the leaves and petals from curling. Place a small dish of water in the microwave with the flowers.

Desiccant Drying

Flowers dried in desiccants retain the best color and shape. Silica desiccants are the most popular, and can be purchased at hobby and craft stores. Follow the package directions for best results.



FlowerTalk is the newsletter of
East City Flower Shop
59B Hunter Street East
Peterborough K9H 1G4

Phone: (705) 742-1617, 800-661-2695
Fax: (705) 745-3033
Email: info@eastcityflowershop.com

*Please let us know if you are receiving
duplicates of this newsletter*

expressing your sympathy

Understanding funeral flower etiquette is important when deciding how to express your sympathy. When we think of funerals, we often think of flowers. However, different religions and cultures dictate when and where funeral flowers are appropriate.

Flowers are a part of many funeral services. Your professional florist can be of assistance when deciding the type of sympathy arrangement to be sent to the funeral home or to the family residence. Preference in flowers, colors and types of arrangements may be different in different regions of the country. When considering religious and cultural funeral customs, the professional florist filling your funeral flower order will help you with an appropriate selection.



There are many types of arrangements available when ordering funeral flowers. Vase or table arrangements are usually sent to the bereaved family's home or taken home after the service. Choosing this type of arrangement can reflect the deceased's tastes, style or personality.

If uncertain as to the type of funeral flower arrangements to send, a discussion with the florist will help you with your selection.

funeral flower cultures and customs

The etiquette of sending funeral flowers differs by religion and custom. Understanding the type of service will help in your decision of whether or not to send flowers. If you are uncertain about the type of religious service, or the cultural customs of the deceased, then it is advised that you ask the family's religious leader, the funeral home director or a professional florist.

Military Funerals usually follow these practices: When the flag is draped on the casket, then only standing sprays are used. Funeral flowers arrangements with ribbons in red and white are often requested for a patriotic theme. Military symbols can be used with the funeral flower arrangements.



Japanese Services usually follow these practices: The incorporation of lots of flowers is used in the funeral service. It is considered appropriate to send flowers to the funeral home, such as large standing sprays and floor arrangements.

Cremation Services usually follow these practices: Funeral flower arrangements are generally considered appropriate. It is often recommended that you check with a member of the deceased's family, the florist or the funeral director as how to best express your sympathy.