



Daisies to brighten any day

When you want to send the gift of cheer, Gerbera daisies are your sure choice. Distinguished by large flowering heads that closely resemble those of sunflowers, Gerbera daisies come in a vibrant rainbow of colors.

Bright pink, snow white, sunny yellow, and ruby red are just a few of the gorgeous colors that these happy flowers boast. The Gerbera daisy was discovered in 1884 near Barberton, South Africa, by Scotsman Robert Jameson. While the flower's scientific name, *Gerbera jamesonii*, recalls the name of its founder, the meaning of its common name draws from German naturalist Traugott Gerber. Breeding programs that began in England in 1890 enhanced the flower's quality and color variations.

The Gerbera currently ranks as the fifth most popular flower in the world behind the rose, carnations, chrysanthemum, and tulip. Their meanings stem from those attributed to the general daisy family and include innocence and purity, as well as being a classic symbol of beauty.

However, the Gerbera variety holds an added meaning of cheerfulness, which is attributed to their perky variety of colors. An assorted bouquet of Gerbera daisies can quickly lift the spirit and are an ideal way to brighten someone's day.



shop talk

GOOD NEIGHBOUR DAY On September 6th 2017, we celebrate our great community with Good Neighbor Day. First, we would like thank everyone who stopped in last year, picked up their free flowers and used those blooms to spread friendship. That's right, we said FREE. On Good Neighbor Day at East City Flower Shop, we give away 12 flowers and ask you to give away 11 to 11 different people. In

2016 we gave away hundreds of flowers and enjoyed watching the fun. So make note of the date-September 6th and share the good will Peterborough is famous for. **HAPPY TO HELP THESE GREAT LOCAL ORGANIZATIONS**

Pathway of Fame, Snowfest Idol, Quaker Fire Memorial Service, Peterborough Symphony Orchestra, Rotary Club of Peterborough Kawartha Gift Auction **SAVE YOUR RECEIPTS** from any purchases here at East City Flower Shop and submit them to Peterborough Symphony Orchestra office and we will donate to the Symphony 15% of the pre-tax/service total **WHY ARE WE NOT SELLING HELIUM?** While it might be the second most abundant element throughout the universe, helium is an increasingly rare resource on Earth. It can only be found trapped in the ceilings of caves, this is because it is too light to stay within Earth's atmosphere as a raw element.

Therefore, when it is gone, there is no getting it back. Today helium is used in invaluable medical procedures such as MRI machines which help treat and diagnose illnesses like cancer among many others. We do carry air filled balloons for a wide number of occasions. **KEEP IT GREEN!** Please remember to reduce, re-use and recycle! Compost whenever you can! We gladly accept gently used vases and containers any time **ENJOYMENT GUARANTEE** We sell only top quality flowers and 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.

Dates to Remember

World Book Day	March 2
Int'l Women's Day	March 8
Dolphin Day	April 14
Easter	April 16
Secretaries Day	April 26
Iris Day	May 8
Passover	April 10
Mother's Day	May 14
Father's Day	June 18
Camera Day	June 29



HARD

to believe, we have been in our new location at 159 Douro Street (former home of East City Bake Shop) for one year! Time

has flown, and we have to say we LOVE our new space. The light, the parking, the display space, it has all been fantastic. We want to thank everyone for your kind words and many compliments. We know that our move has made a visit to East City Flower Shop so much easier. If you haven't popped in yet, please do. We look forward to seeing all our great customers.



\$67
\$82
\$97

A beautiful vase of our featured gerbera and roses is perfect for a special thank you, a feel better soon, or just to brighten your day. Cheerful Gerbera come in many colours which makes them a crowd favourite. With the help of FTD, we can send your living gift of flowers anywhere in the world.

People Janet would like to design for . . .

1. Merle Streep
2. Michael Newnham
3. Ken Granger

Shop Locally on the Internet



We all would agree that the advent of the internet changed the way the world works forever — in mostly positive ways. However the internet has also opened the door for businesses that are less than scrupulous to prey on unsuspecting consumers. Regretfully, the flower business has fallen victim to some of these questionable practices through vultures known to the trade as 'order gatherers'.

What exactly is an order gatherer? In the floral trade it is an online company that gathers orders for floral deliveries and distributes them to fulfillment centers via some type of distribution channel. While perfectly

legal, these organizations often disguise themselves as local florists and do not disclose handling fees and other charges that are a part of the total purchase price.

How does this happen? Say you go online to send flowers to your grandmother who lives in Peterborough. You select a lovely bouquet, fill out the form, pay the \$75.00 and the gift is on its way. Grandma is getting a beautiful \$75 bouquet, right? Not exactly. The gathering organization failed to mention that they were keeping a \$15.95 handling fee and \$10.00 delivery charge for themselves, leaving the local florist who fills the order a total of \$49.05 to design and hand-deliver your \$75.00 bouquet. Assuming a local delivery fee of \$10.00, that's \$39.05 worth of flowers being delivered to Grandma on your behalf.

It is hard for us to see consumers treated this way. When you shop at East City Flower Shop you help to create local jobs for your friends and neighbours, we are able to pay taxes and support may local charities and organizations. PLUS when you shop locally, you get a a better arrangement for your hard earned money.

Black Prince



WINERY

We are now happy to be selling wines from the Black Prince Winery carrying 5 selections!

Flowers All Hours

- Monday to Friday 8:30 – 8:00
- Saturday 9:00 – 5:00
- Sunday 11:00 – 3:00

FlowerTalk is the newsletter of East City Flower Shop
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