

flower talk

winter 2008

shop talk

Happy to Help

YMCA, YWCA, Homegrown Homes, Peterborough Regional Health Centre, Rotary Club of Peterborough Kawartha.

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

Thanksgiving	Oct 8
Bosses' Day	Oct 16
Remembrance Day	Nov 11
Hanukkah Begins	Dec 5
Eggnog Day	Dec 24
Christmas	Dec 25
Secret Pal Day	Jan 9
Clean off your Desk Day	Jan 10
Robbie Burns Day	Jan 25

cactus from the jungle

The *schlumbergera*, more commonly known as the Christmas cactus, makes an appearance at numerous holidays such as Thanksgiving, Easter, and, of course, Christmas. The Christmas cactus can be forced to bloom at specific times, so the blooms are planned according to holidays.



Consequently, it is often called the holiday cactus. This plant, surprisingly, is native to the Organ Mountains in southeast Brazil, and actually prefers a jungle climate, not a desert environment like would be expected from a typical cactus. Not only do they grow in the jungle, but the Christmas cactus is found primarily high up in trees. In this habitat, the Christmas cactus is pollinated by humming birds. As a result of its natural environment, the Christmas cactus does not do well in full sun or dry conditions. It prefers indirect sunlight, and well drained but moist soil. You can tell if they need to be watered because the top of the soil will be dry to the touch. These plants need to be kept away from sources of heat like heat vents or fireplaces, and they should not experience quick changes in temperature or lighting. Either one of these changes could cause the Christmas cactus to drop its buds, which is notoriously a characteristic of theirs. Even ethylene gas can cause bud drop, so keep the plant away from ripening fruit. The best way to avoid bud drop is by not moving the plant during the budding stage. Despite these quirks, the Christmas cactus can be propagated very easily by taking a cutting from the plant, leaving it to dry for a few days, and then planting it in moist soil. Once you get the hang of caring for a Christmas cactus, it could last for hundreds of years!

New at the store!

Lampe Berger: Lampe Berger makes lamps that double as air cleansers, so they destroy odours, have antibacterial and antifungal properties, and also make the air smell like the fragrance of your choice. With many scents and beautiful lamp designs to choose from, there is a combination for everyone.

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.

Awareness Ribbon

Floral Arrangements

If you are looking for a meaningful arrangement, we offer floral tributes in the shape of a ribbon. We can style these in the colour appropriate for your cause. What a fitting way to honour someone special.



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*

adventures of Janet

Last October Janet attended the Two Faces Design Show in Barcelona, Spain. There she met some of Europe's top designers like Gregor Larsch and Klaus Wagener. Janet is proud to be one of only two Canadian florists who attended this world class event. In this exciting atmosphere, Janet learned many new design techniques the East City Flower Shop has been implementing.

This May, Janet was the Chair of the Decorating Committee for the Peterborough Regional Health Centre opening gala. With a design team of nurses from the Labour and Delivery Ward, these women made some spectacular table centres to help open the new hospital with flare.

fun Christmas facts

- Montgomery Ward, the department store, created Rudolph the Red Nosed Reindeer as a holiday promotion in the late 1930s.
- The movie "It's a Wonderful Life" is played on TV more often than any other holiday movie.
- The popular song "Jingle Bells" was actually originally written for Thanksgiving.
- The word 'X-Mas' comes from the Greek letter 'X' meaning Christ.
- Christmas is the season when the most diamonds are sold.

ftd holiday cheer bouquet

Arranged in a beautiful red ceramic vase, embellished with a Christmas tree, this arrangement is cheerful and festive. It includes white mums, red carnations, and a variety of winter greens. As an added touch, mini Christmas balls and candy canes make the arrangement even more special.

