

Flower Talk

Shop Talk

Happy to Help

We were happy to help the following worthwhile causes recently: Rotary Easter Seal Telethon, Mark Street United Church, FTD YOM program, YWCA, Peterborough Regional Health Centre Day Hospital.

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.

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.



Sweetly scented

Freesia

A fortunate combination of rich scent and a long vase life has made the freesia the third best selling Dutch flower in North America. Freesia ranks fifth among cut flowers sold by Holland worldwide.

Well over 100 varieties of freesia are grown in Holland, and an increasing number of those varieties are being grown year-round, lengthening the availability of this flower from its peak in March and April.

A perennial, the freesia is a member of the iris family and is native to South Africa. It was named in honour of Friedrich Heinrich Theodor Freese, a German student of South African plants, who died in 1876,

according to *The New York Botanical Garden Illustrated Encyclopedia of Horticulture*. That publication calls the

freesia a “triumph of twentieth century plant breeding in that a span of 30 years produced from somewhat dowdy parents an array of superior brilliant offspring.”

The sweetly scented, delicate flowers come in a wide range of colours, although the white Ballerina variety remains the most popular, according to the

Flower Council of Holland (FCH). Popular yellow varieties are Aurora,

Wintergold and Miranda.



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Mother's Day, May 14 The FTD “Thinking of You™” Bouquet

Spring is surely on the way, along with this lovely array of blooms. This arrangement includes pink roses, pink asters, purple Monte Casinos, solidago, limonium, white daisy pompoms and a yellow lily, set in a quaint floral vase. Let mom know your thinking of her with the “Thinking of You™” bouquet.



Join Our Flower Club!

Leave your important dates with us and we'll ensure that flowers are sent to loved ones on special occasions throughout the year. No more forgetting or missing special events just because you're busy or out of town!

Visit Us in Cyberspace!

East City Flower Shop has set up shop online. You can find us at the following address: www.ftd.com/eastcityflowershop

Joke of the day!

If you would like to receive Janet's *Joke of the Day* by email, please contact us at jmm@nexicom.net.

Upcoming Events

Easter – April 23
Secretaries Day – April 26
Peterborough Symphony Orchestra – April 29
Mother's Day – May 14
Father's Day – June 18



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Jaime's

Wedding

On June 10, 2000, Jaime Lynn Pushcar will marry her best friend Jonathan Swaine.

There are several things that make this a special day. Firstly, weddings are special all on their own. Secondly, I have known Jaime since she was a child (her mother is a friend from way back). What makes this particularly special is that this is my first "second generation" wedding.

I met Jaime's mom Tammy, when she booked her own wedding with me in the very early days of East City Flower Shop. Yes we were kids, she getting married and I starting a new business.

Tammy Simpson lived most of her

growing up years in East City. Her father Gerry was a fire fighter and her mother Alice worked at Sears. It was through the Sears connection that Tammy met Ron Pushcar.

Various transfers with Sears landed them in Kingston along with their second daughter Jody.

Jaime will exchange vows in the gardens at the Holiday Inn in Kingston, followed by a lovely reception. I am looking forward to helping make her day complete with the beautiful flowers she has chosen.

Jaime, we wish you and Jonathan all the best for health and happiness in your future together.

Flowers Put A Song In Your Soul

Flowers are a unique expression of sentiment. The first time many of us gave a bouquet of flowers was probably as a child, when we arrived home with a little handful of dandelions for mom, for no reason at all.

Well, Mother's Day is here and what better reason to give her another bouquet. We have a beautiful selection for you to consider.

"Mama Loves the Roses" – this bouquet is a favourite for most moms.

"Beautiful Faces" – the sweet faces of pansies – very endearing. Mom can put them in her garden or on her windowsill and enjoy them all summer long.

"Amazing Grace" – elegance and charm – just perfect for your mother.

"Ain't She Sweet" – does your mom need a break? Send her this big latte cup full of pretty posies and cookies! Great for the well-deserved coffee break that every mom craves.

"Garden Party" – this pretty painted ceramic flower pot has an added surprise... a package of seeds for planting and a trendy "bug pic" – all the rage this year.

"Scarborough Fair" – parsley, sage, rosemary and thyme – done up in a rustic bark tray! Mom can just snip the herbs when she pleases.

FTD and Teleflora specials. Just right for sending to a mom who lives out of town.

East City Represents Flowers Canada at Canada Blooms

Canada Blooms is always an exciting event. The lower floors of the Metro Convention Centre are converted into magical gardens of fragrant blooming plants and flowers. Again this year, Janet was asked to do a presentation on floral design at the Flowers Canada booth during this four-day event.

Flowers Canada is a national trade association made up of growers, retailers and distributors, and is the only organization of its kind. It was

through Flowers Canada that Janet wrote her tests to become Canada's eighth accredited master florist.

"I always enjoy Canada Blooms," says Janet. "It is an excellent opportunity for me to share my knowledge of the floral industry with people who are keen to learn. I look forward to next year's event."

Canada Blooms is an annual garden show taking place next year on March 14-18.