



Spring 2001

Flower Talk



Shop Talk

Happy to Help

We were happy to help the following worthwhile causes recently: United Way, YWCA, Mark Street UCW, Peterborough Symphony, Rotary Gift Auction, Festival of Trees.

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.

Visit Us In Cyberspace!

In September we launched our new web site:

www.eastcityflowershop.com

This is a secured site with lots of great selections, information and tips. If you prefer our old site it is still active at:

www.ftd.com/eastcityflowershop

Come fill your flower cart with daisies from East City Flower Shop.

Peruvian Lily

Of South American origin, the Peruvian lily (*Alstromeria*) is related to onions and daffodils. Now grown internationally, it was first brought to Europe in the 18th Century by botanist Carolus Linnaeus.

Almost always available, Peruvian lilies come in many colours, including white, pink, yellow, salmon, and lavender. Flower clusters are usually very uniform, and flower heads are beautifully symmetrical and framed by bright green



leaves. Able to retain their beauty for some time, they make wonderful colour highlights for seasonal vase or basket designs, and work very well in contemporary arrangements.

Designed in a short-stemmed bunch, Peruvian lilies will add dramatic focus to a small foyer or dining room table.

Ask us to include Peruvian lilies in flowers that you get or give.

Wedding Day

For most of us, a wedding is one of life's major milestones. So bride and groom and parents spend lots of time preparing invitations and lists, organizing showers, planning the wedding day, and looking forward to the honeymoon.

Flowers, of course, are fundamental to a beautiful and successful wedding ceremony. They express virtue, love, and fidelity. That's why you should put your trust in us to prepare the bride's bouquet, the groom's boutonnieres, the ceremony's flowers, flowers for the reception and the home, and all the wedding's other floral needs.

You have a hundred other details to be concerned about. Flowers shouldn't be one of them.

We'll help with planning, and can show floral samples and make suggestions. We can discuss various

wedding sites and locations with you and plan appropriate floral arrangements.

Our staff can help on the wedding day by setting up arrangements, distributing bouquets, attaching corsages, and helping with last-minute crises.

Wedding traditions:

Bride's veil – originally considered a sign of modesty now work for the romantic aura.

Throwing rice – signifies fertility, good fortune, abundance, and wealth.

Wedding ring – symbolizes affection and commitment, since a vein was believed to run from the ring finger to the heart.

Honeymoons – in the past, couples from tribes married during a full moon and celebrated for 30 days, when the new moon rose.

Flowers all the time

Did you know that Europeans adore flowers too? In fact, they often purchase flowers weekly. Europeans consider flowers an important part of their everyday lives and seek to beautify their living and working spaces throughout the year

Joke Of The Day!

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

Upcoming Events

Passover - April 8
Easter - April 15
Administrative Professional Day - April 25
Mother's Day - May 13
YWCA Walk-a-thon - May 27
Victoria Day - May 21

Tip:

A bent-neck rose is a sign that the bloom is not drawing enough water. To correct the problem, try re-cutting the stem a few inches with sharp shears or a knife while holding the stem end under water. Then, straighten the rose and lay in a tub of lukewarm water for about an hour, before returning to your arrangement.



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Spring *into Spring*

Nothing says spring like the FTD Touch of Spring™ Bouquet. Call or order online, it's that easy.

This delightful wooden basket is filled with sunny gerbera, crisp daisies, saucy snapdragons and bold asters.

Help your bouquet of fresh cut flowers look beautiful longer by keeping the bowl filled with water, removing blooms as they die and displaying in a cool place.



YWCA *Walk-a-thon*

YWCA Walk-a-thon takes place on May 27th at Bonnerworth Park. If you have not participated in this really fun event before, now is a great time to hop on board. Last year we were able to raise a whopping \$45,000 to help women

and children escaping abuse and hunger. If you are not able to walk, why not sponsor someone? As chair of this year's Walk-a-thon, I am proud to carry on the excellent tradition of supporting others the YWCA has become known for.



Janet

May 27th at Bonnerworth Park

Mother's Day *Especially for you*



This Mother's Day, send your Mother the living gift of flowers. The FTD Especially for You Bouquet is a beautiful summery arrangement of carnations, lisianthus aster and delphinium. Remember how long it took spring to come? Why not send this breath of summer in its' beautiful terra cotta pot? The inside of the container is glazed, so it can easily go outside after the flowers are gone.

With the help of FTD, we can send your floral gift anywhere in the world and with our satisfaction guarantee, you can feel confident.