



flower talk

Flour to Flowers



Have you been in to see our new shop yet? On March 1st we hosted a Petal Parade sprinkling the sidewalks with petals as we marched to our new store at 159 Douro Street, the former home of East City Bakery. The Peterborough Examiner, SNAP'D Peterborough, and CHEX TV all took photos, videos and interviews after MPP Mariam Monsef, Aldermen Keith Riel and Gary Baldwin joined Janet in cutting the ribbon. We then celebrated with coffee and tea, and cookies from Enticing Cakes and Lift Lock Foodland as we all admired the new store. If you haven't been in to visit yet, please stop by. Or stay in touch and join us for one of our special events coming up. We hope to see you soon!



Focus on Fuji's

One of the most commonly-used mums here at the shop, these beauties are also called spider mums. Coming in a variety of colours, they feature large, spikey blooms that add stunning impact to the bouquet or arrangement. Well-lasting, and little to no fragrance means they are suitable for any occasion as a central theme, or adding large and interesting texture when designed with other flowers. Once cut, they can last as long as three weeks with regular fresh water and a little sunlight. Fuji's add value and longevity to your Mother's Day bouquet; ask to have them included when you order with us for May 8th.



Are You in the Loop?

If you aren't in our mailing group, you may not know that we host a full calendar of events here throughout the year. These events are community-focused social gatherings that bring the people of East City together to enjoy the company of those around them.

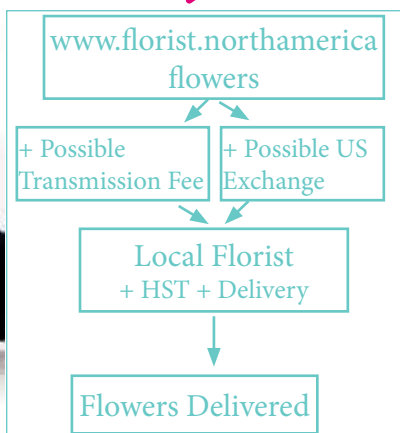
Upcoming events include:

SPARK Photo Festival – This festival takes place in Peterborough during the month of April. We are hosting a display of photos done by Mrs. Isabel McLeod – Janet's own mother! Mrs. McLeod's work will be on display here all month long. Her collection of images captured over the last seventy-plus years is not to be missed!

Mommies & Mocktails – On the first day back to school this September we invite the moms in our surrounding area to join us for mocktails and muffins to unwind from the whirlwind of the first day back.

Good Neighbour Day – The first Wednesday in September is FTD's way of celebrating people in our community. Come to the shop to pick up a bouquet of flowers at no cost to you, except we ask that you hand out each bloom to people you share your day with. Keep one for yourself of course!

If you aren't getting notices of these fun events and would like to join our invites list, please email us at info@eastcityflowershop.com or call us at 705-742-1617 and request to join our mailing group.



shop talk

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.

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.

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 feel this is much more important than celebratory balloons.

Flowers All Hours

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

People Janet would like to design for . . .

1. The Late Levon Helm
2. Jerry Bruckheimer
3. John Grisham



FlowerTalk is the newsletter of East City Flower Shop
159 Douro Street
Peterborough K9H 1H7