

EAST CITY FLOWER SHOP

JANUARY - FEBRUARY
2024

FLOWER TALK

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FLOWERS - THE CLASSIC VALENTINE'S GIFT...

Flowers have long been a classic choice for Valentine's Day for several reasons:

1. **Symbolism of Love:** Flowers, especially roses, have symbolized love and affection for centuries. Different flowers can convey various emotions, making them a versatile gift to express your feelings.
2. **Beauty and Aesthetics:** Flowers are inherently beautiful, with their vibrant colors, delicate petals, and pleasing fragrances. They can instantly uplift someone's mood and bring joy.
3. **Thoughtfulness:** Selecting a bouquet of flowers tailored to your Valentine's preferences or choosing their favorite blooms shows thoughtfulness and consideration, making the gift more personal.
4. **Traditional Gesture:** Giving flowers on Valentine's Day is a tradition, and sometimes, sticking to traditions adds a sense of charm and sentimentality to the occasion.
5. **Expresses Sentiments:** Without saying a word, flowers can convey emotions that might be difficult to put into words. They serve as a heartfelt way to express love, appreciation, or admiration.
6. **Versatility:** There's a wide variety of flowers available, allowing you to choose ones that suit your partner's personality or the message you want to convey—whether it's the passionate red of roses or the cheerful hues of sunflowers.
7. **Longevity of Sentiment:** While flowers may not last forever, their memory often does. They can be preserved, dried, or even pressed as a keepsake, reminding the recipient of the thoughtful gesture for a long time.



Remember, while flowers are a beautiful and classic choice, personalization and the thought behind the gift are what truly make it special on Valentine's Day or any other occasion.

REACH OUT FOR EAST CITY FLOWER SHOP...

✉ 159 Douro Street
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Monday - Friday
8:30am - 5:30pm
Saturday
9:00am - 5:00pm
Sunday
11:00am - 3:00pm



INTERNATIONAL WOMEN'S DAY...

In honor of International Women's Day, which is Friday March 8, 2024, we're hosting a delightful gathering on Thursday March 7th to celebrate the incredible women in our lives and support a fantastic cause from 4:00pm - 7:00 pm.

Join us for a relaxed and enjoyable time filled with snacks, refreshing mimosas, and great company. In the spirit of solidarity and empowerment, we kindly request that you bring along any feminine hygiene products you're able to contribute. We'll be collecting these donations to support YES and Cameron House and make a positive impact in our community. Let's come together, share stories, and celebrate the strength, resilience, and achievements of women everywhere.



We're looking forward to celebrating with you on March 7th and making a meaningful difference together and celebrating International Women's Day.

OUR EFFORTS TO MAKE THE WORLD GREENER...

That's a fantastic step forward! The floral industry indeed heavily relies on air freight and water, which can contribute significantly to carbon emissions and environmental impact. Investing in carbon offset programs can help balance out these emissions by supporting projects that reduce or capture an equivalent amount of greenhouse gases elsewhere. East City Flower Shop is exploring ways to minimize the carbon footprint within the floral industry itself.



Beginning January 2024 we will be purchasing carbon offsets with Less (less.ca) as recommended by the Susuki Foundation. Offsets are not a replacement for direct action by individuals, businesses and organizations to reduce their own carbon footprints, but if used as a complementary measure, they can offer a number of benefits.



We will also be implementing energy-efficient practices with deliveries, easy steps that can make a significant difference to our future on this planet. Our commitment to having a no waste building is one step closer. Watch for more.

YOUR OPINION MATTERS TO US... GUARANTEED

Let us know about your flowers – did you enjoy them? Were they beautiful? Did they lighten your spirits? Show us the love by giving us review online. Was something wrong – talk to us first. We are all people and sometimes mistakes happen – give us a call if there is a problem and let us fix it; we have a **96 Hour Guarantee**. We strive to ensure that every product we sell is of both the freshest and the very best quality we can purchase. If you are not completely satisfied with any item, even if you received it as a gift, please give us a call within 96 hours and we will be pleased to replace it, and we make it right. At East City Flower Shop we strive to give our customers the best flowers and service each and every day.



Please let us know if you are receiving multiple copies my mail. Thank You