

# EAST CITY FLOWER SHOP FLOWER TALK MINI

JANUARY - FEBRUARY  
2025

## BEAT THE WINTER BLAHS WITH SOME BEAUTIFUL INDOOR NATURE...



Greenhouse plants are excellent for your well-being as they improve indoor air quality by absorbing toxins and releasing oxygen, creating a healthier environment. Their presence can reduce stress, boost mood, and enhance focus, making them ideal for homes and workplaces. Additionally, caring for plants fosters a sense of accomplishment and connection to nature, promoting mental health.

With their ability to regulate humidity, they can also help prevent dry skin and respiratory issues, making them both beautiful and beneficial companions in any indoor space.



## ROSES ARE RED, VIOLETS ARE BLUE...

Valentines Day is sneaky! Before you know it, it is time to get your loved ones a special gift to celebrate the love you feel for them. This year

**VALENTINE'S DAY IS  
FRIDAY FEBRUARY 14TH**

Don't miss out on your chance to impress your beloved with flowers at work or home. East City Flowershop has a wide selection of flowers - but order early to get the best selection!



## REACH OUT FOR EAST CITY FLOWER SHOP...

✉ 159 Douro Street  
Peterborough, ON K9H 1H7  
☎ 705-742-1617  
🌐 [www.eastcityflowershop.com](http://www.eastcityflowershop.com)



**Monday - Friday**  
8:30am - 5:30pm  
**Saturday**  
9:00am - 5:00pm  
**Sunday**  
11:00am - 3:00pm



EAST CITY  
FLOWER REWARDS

## CHECK OUT OUR NEW WEBSITE...



We're excited to announce the launch of our brand-new website! Designed with you in mind, our site offers a fresh look, easier navigation, and an enhanced shopping experience. Whether you're browsing our beautiful floral arrangements, learning about our commitment to sustainability, or placing an order for your next special occasion, our website makes it simple and seamless. Visit us today and explore everything we have to offer—your perfect flowers are just a click away!

[www.eastcityflowershop.com](http://www.eastcityflowershop.com)

## FLORAL SOCIAL ISSUES AND RESPONSE...

**Water Consumption:** Growing flowers, particularly in water-scarce regions, requires significant water resources, contributing to environmental stress.

At East City Flower Shop we make a point of best water use; whether it is filling buckets with water from the dehumidifiers, dating buckets to track the number of times the water has been used, and weather permitting, dumping "used" water in the lawn and flower beds. We are respect that water is life.

## OUR EFFORTS TO MAKE LIVING BETTER...

The floral industry 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. Everything we do matters and that is why we buy our floral preservative in paper packets replacing the harmful plastic ones.



We began in January 2024 to purchase carbon offsets with Less (less.ca). 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 believe that our team is at the heart of everything we do. That's why in October 2024, we committed to being a living wage employer, ensuring that all of our employees are fairly compensated for their hard work and dedication. Thank you for supporting a business that values people as much as flowers!



## 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 work to make it right. At East City Flower Shop we strive to give our customers the best flowers and service each and every day.