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**TELEFLORA SURVEY FINDS THAT UNEXPECTED FLOWERS
REALLY DO MAKE SOMEONE SMILE – EVEN MEN**

Teleflora Florists Prepare for Make Someone Smile® Week, July 22 – 28

LOS ANGELES (July 2, 2012) – According to the results of a national survey, both men and women are in agreement that an unexpected [gift of flowers](#) brings about smiles. The survey, conducted online by Harris Interactive® on behalf of Teleflora, the world's leading flower wire service, offering only hand-arranged, hand-delivered floral arrangements, found that 71% of women ages 35-44 said that receiving a bouquet of flowers unexpectedly would make them smile and surprisingly, 49% of men in that same age group agreed. No matter the age, a bright bouquet of flowers can improve someone's mood, considering that 60% of US adults ages 55+ would smile upon unexpectedly receiving a floral gift.

Since the inception of [Teleflora's Make Someone Smile® Week](#) in 2000, Teleflora florists across the country have made unexpected [floral deliveries at hospitals](#), nursing homes, assisted living facilities and through Meals-on-Wheels programs. *Make Someone Smile Week* is the floral industry's leading benevolent program running from Sunday, July 22 through Saturday, July 28. This year, florists will use donated flowers from wholesalers and growers and Teleflora's donated Be Happy® Mugs to create **30,000** arrangements. A network including thousands of Teleflora member florists and community volunteers will deliver the bouquets.

“Now in its 12th year, *Make Someone Smile Week* continues to be a popular program amongst our florists. Each year, I am amazed at all the local unit boards, florists and

volunteers who take time away from their shop and other responsibilities to create and deliver the *Be Happy Bouquets* to members of their community,” said Rich Salvaggio, Vice President of Industry Relations and Floral Publications, Teleflora. “The survey with Harris Interactive reinforces what I say every year about this program; you cannot believe the effect that the delivery of flowers has on its recipients. It is a joy to see the recipients’ expressions upon receiving the fresh bouquet of flowers, which just reinforces why this program is such a success and why so many participate each year.”

As florists around the country are making deliveries during *Make Someone Smile Week*, consumers can order a smile for that special someone in their lives by visiting <http://www.teleflora.com> and purchasing a *Be Happy Bouquet* for \$39.95.

Last year’s program spanned over **200** cities throughout the United States and Canada; and more than **1,000** florists donated their time. Teleflora’s program delivered more than **25,000** bouquets to those most in need of a smile. For more information on Teleflora’s *Make Someone Smile Week*, or how you can get involved, call 310.966.8328.

Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of Teleflora from June 4-6, 2012 among 2,230 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact 310.966.8328.

About Teleflora

Teleflora is the world’s leading flower delivery service connecting customers with the nation’s best local [florists](#) for more than 75 years. All of Teleflora’s flower arrangements are artistically arranged and hand-delivered in keepsake vases using only the freshest [flowers](#) available through its member florist network. Headquartered in Los Angeles, California, Teleflora has over 15,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Through its extensive member florist network, Web sites including www.teleflora.com and www.findaflorist.com, and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products.

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