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teleflora®

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## TELEFLORA IS REDEFINING MOTHER'S DAY

*Deliver Early for Mom and Win \$1,000 and a Year's Worth of Flowers from Teleflora*

LOS ANGELES (May 7, 2012) – Every year, children young and old gather on the second Sunday of the month to celebrate and honor that special woman in their lives who has always been there for them. This year Teleflora, the world's leading flower wire service, is encouraging consumers to reward mom all weekend by ordering and requesting early [Mother's Day bouquet deliveries](#). To promote early delivery, [Teleflora is hosting a sweepstakes](#) offering daily drawings of \$1,000 cash plus a chance at winning hand-arranged, hand-delivered flowers for a year.

“We can think of no better way to recognize moms for all their hard work and sacrifice than with a beautiful arrangement of fresh flowers. And instead of waiting till Sunday, May 13 to present moms with their gifts, we want consumers to plan ahead, so she has even more time to enjoy her hand-arranged bouquet delivered by a local florist,” said Laurie McCartney, Chief Marketing Officer, Teleflora. “We recognize the struggle to select the perfect present and nothing makes moms feel more special than the personal gift of flowers she will adore. And Teleflora makes it easy to tell mom how much she is loved with its variety of exquisite [bouquets for Mother's Day](#).”

[Flowers and Mother's Day](#) go hand-in-hand and moms are sure to smile when they receive their floral gift. Teleflora relies on the expertise of its network of more than 15,000 local florists to ensure that every arrangement is always given that extra special personal touch. With Mother's Day being such a distinct time for families to express their love for one another, receiving a bouquet from Teleflora means moms will receive not just a fresh bouquet of flowers, but also a keepsake vase she will treasure for years.

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Visit [teleflora.com](http://teleflora.com) and arrange for a mom specific bouquet to be delivered by Friday, May 11 and be automatically entered into the sweepstakes. Winners will be selected on a daily basis.

**About Teleflora**

Teleflora brings together the time-honored tradition of [sending flowers](#) with the modern benefits of an advanced florist network. By tapping over 15,000 member florists in North America alone, Teleflora offers the kind of personal touches, artistry and expertise you expect from a trusted neighborhood florist—even if that neighborhood is across the country. No prepackaged flowers in nondescript boxes dropped on your doorstep—Teleflora's network of professional florists create artistic arrangements personally delivered in a vase, often on the same day. And, with the organization's pioneering "[Flowers in a Gift](#)" Collection, the recipient gets a keepsake that turns the treasured gesture of a bouquet into a lasting memento. Luxe yet affordable, aspirational yet accessible, Teleflora makes every day an occasion.

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