



FOR IMMEDIATE RELEASE

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**TELEFLORA FLORISTS CONTINUE THE TRADITION OF
DISTRIBUTING FLOWERS AND SMILES IN THEIR
COMMUNITIES**

*Local Teleflora Florists Celebrate Make Someone Smile® Week
July 17 - 23, 2011*

LOS ANGELES (June 29, 2011) – Teleflora, the world’s leading flower wire service, offering only hand-arranged, hand-delivered [floral arrangements](#), announced today its plans for *Make Someone Smile® Week*, the floral industry’s leading benevolent program running from Sunday, July 17 through Saturday, July 23. Thousands of Teleflora member florists and community volunteers are set to [deliver flower bouquets](#) in the company’s keepsake *Be Happy® Mug* to those most in need of a smile – such as hospital patients, senior citizens living in nursing homes and assisted living homes, and recipients of Meals-on-Wheels programs.

Teleflora will donate more than **40,000** of their *Be Happy® Mugs* through its units program to member florists, who will work with local wholesalers and growers to secure donated flowers. Local Teleflora florists will use these donations to make cheery *Be Happy® Bouquets*, full of beautiful flowers, and deliver them to residents of their choosing in their local communities.

“Last year marked the 10th anniversary of *Make Someone Smile® Week* and it’s wonderful that in year 11, the florists continue to amaze me with their interest and enthusiasm for the program,” said Rich Salvaggio, Vice President of Industry Relations and Publications, Teleflora. “The joy on the faces of the recipients reinforces why this program continues to be so successful with the help of our local unit boards, florists and volunteers.”

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; more than **2,000** florists donated their time. Teleflora's program delivered more than **33,000** 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.

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 16,000 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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