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**LOCAL TELEFLORA [FLORISTS](#) AND VOLUNTEERS WORK
TOGETHER TO BRING SMILES TO THE PEOPLE**

Teleflora Declares July 19-25, 2009 Make Someone Smile® Week

LOS ANGELES (July 1, 2009) – Teleflora, the world’s leading [flower](#) wire service, offering only hand-arranged, hand-delivered floral arrangements, announced today its plans for the 2009 *Make Someone Smile® Week* program, the floral industry’s leading benevolent project. Thousands of Teleflora member florists and community volunteers will help to deliver bouquets in the company’s keepsake *Be Happy® Mugs* 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. This year’s program will run from Sunday, July 19 through Saturday, July 25.

Teleflora will donate more than 40,000 of their keepsake *Be Happy® Mugs* to its member florists, who will work with local wholesalers and growers to secure donated [flowers](#). With these donations, local Teleflora florists will design cheerful *Be Happy® Bouquets* full of roses and daisies and deliver them to recipients in their local communities.

Since its launch by Teleflora in 2000, *Make Someone Smile® Week* has become the floral industry’s most successful charitable program. Last year’s program spanned **144** cities throughout the United States and Canada, more than **2,000** florists donated their time. Teleflora’s program delivered more than **35,000** bouquets to those most in need of a smile.

“Every year it warms my heart to see the overwhelming response from our florists who sign up for *Make Someone Smile® Week*. The fact that they will take time out of their

work week to deliver bouquets to those in need is simply wonderful,” said Rich Salvaggio, vice president of industry relations and publications, Teleflora.

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 \$46.95.

For more information on Teleflora's *Make Someone Smile® Week*, and how you can get involved, please visit <http://www.teleflora.com/makesomeonesmile> or call 310.966.8328.

About Teleflora

Teleflora is the world's leading flower service offering the best choice in [flower arrangements](#) and convenient local delivery. Headquartered in Los Angeles, California, Teleflora has over 20,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Teleflora offers industry-leading floral arrangements and gifts. Through its extensive member florists' 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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