

From: Jenny Scala <jenny.scala@safnow.org>
Subject: Concern with advice given on Delilah
Date: May 13, 2009 2:29:51 PM EDT
To: d@delilah.com, jane@delilah.com

Dear Delilah and Jane,

As the national trade association representing more than 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about references to flowers. Floral business owners have contacted us about your May 8 show during which you advised listeners to write mom a love note instead of giving her flowers.

While SAF understands and appreciates your need to provide listeners with Mother's Day gift ideas, the negative flower statement seems unfair and unnecessary, as your advice can stand on its own.

The gift of flowers is an expression of love. Most Americans appreciate the beauty and ephemeral nature of flowers as a unique investment in memories, according to research by The Michael Cohen Group. In fact, 92 percent of women can remember the last time they *received* flowers; and 97 percent of men and women recall the last time they *gave* a floral gift.

Research from Rutgers University and Harvard Medical School demonstrate that flowers increase happiness and life satisfaction and ease worry and anxiety. Even a single flower can provide a lift. Information about the Harvard and Rutgers research is posted at <http://www.aboutflowers.com/health-benefits-a-research.html>.

While I'm sure you meant no harm, we wanted to make you aware of how special a gift of Mother's Day flowers is, and simply ask that you eliminate the negative reference to flowers in the future. If you ever need information about flowers, please contact me or visit www.aboutflowers.com.

Thank you for your time.
Jenny Scala

Jenny Scala

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