

From: Jenny Scala <jenny.scala@safnow.org>
Subject: **Concern with comment made by Gregg Jarrett**
Date: June 2, 2009 11:16:26 AM EDT
To: yourcomments@foxnews.com, americasnewsroom@foxnews.com

Dear Mr. Jarrett,

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 a comment made on the May 31 broadcast of America's News HQ. Specifically, when Ms. Banderas asked if you knew of any good florists, you answered: Flowers are a waste of money.

We thought you should know that flowers are more than a mere decoration; they are good for your health. Research from Harvard Medical School and Rutgers University 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 www.aboutflowers.com/health-benefits-a-research.html.

Flowers are an important element of the wedding day. They set the mood and tone with their beauty, color, style and elegance. The flowers will be remembered and cherished for years to come, especially when admiring photographs. Flowers come in all sizes, shapes and colors, and florists can work within any budget to ensure their customers have beautiful flowers for their wedding.

While I'm sure you meant no harm, we wanted to make you aware of how special and valuable flowers are, and simply ask that you eliminate negative references to flowers in the future. If you ever need information about flowers or florists, please contact me or visit www.aboutflowers.com.

Thank you for your time.

Sincerely,
Jenny Scala

Jenny Scala

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