

**From:** Jenny Scala <jenny.scala@safnow.org>  
**Subject:** **Concern with Quilt in a Cup Ad**  
**Date:** May 6, 2009 1:52:18 PM EDT  
**To:** sales@quiltinacup.com

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Dear Ms. Springer,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers. A floral business owner has contacted us to express disappointment with a Quilt in a Cup advertisement published in the May/June issue of *Fons & Porter's Love of Quilting* magazine. It reads: "Give your Mom flowers that never fade to match your love that never dies."

SAF realizes that advertising is competitive but supports respected principles that suggest promoting a product on its own merits rather than disparaging another. In other words, consumers choose your craft projects for many positive reasons. Therefore making references to flowers to make Quilt in a Cup look good seems unnecessary. SAF feels that taking the time to identify and promote your advantages results in more sharply focused, creative, successful advertisements.

On behalf of the floral industry, SAF requests that you eliminate the reference to flowers in your promotions and reconsider this negative approach in future campaigns.

Thank you for your time and consideration.

Sincerely,  
Jenny Scala

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## **Jenny Scala**

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