

**From:** "Nancy Brennan" <NancyBrennan@rosekennedygreenway.org>  
**Subject:** RE: Concern with Rose Fitzgerald Kennedy Greenway Conservancy advertisement  
**Date:** April 28, 2009 4:04:54 PM EDT  
**To:** "Jenny Scala" <jenny.scala@safnow.org>

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Dear Ms. Scala,

I appreciate your taking the time to bring these concerns to my attention. A negative reference to flowers or florists was never intended, and we apologize for any inadvertent offense. In fact, the Conservancy has a robust public park mission that includes horticulture, horticulture education and environmental responsibility. I hope you will take a moment to visit our website: [www.rosekennedygreenway.org](http://www.rosekennedygreenway.org).

Sincerely,

Nancy Brennan

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**From:** Jenny Scala [<mailto:jenny.scala@safnow.org>]  
**Sent:** Tuesday, April 28, 2009 3:47 PM  
**To:** Nancy Brennan  
**Subject:** Concern with Rose Fitzgerald Kennedy Greenway Conservancy advertisement

Dear Ms. Brennan,

As the representative of more than 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to member concerns about references to flowers. It has come to our attention that Rose Fitzgerald Kennedy Greenway Conservancy ran a full-page advertisement in the April 26 Globe magazine section of the Boston Globe with the headline: "Honor your hero by making them a permanent part of Boston history. (Sure beats flowers.)"

Florists are concerned when their products are singled out. They

understand that the Rose Fitzgerald Kennedy Greenway Conservancy is a worthy cause and hopes you will eliminate the reference to flowers in your fundraising efforts.

Thank you for your time and consideration.

Sincerely,  
Jenny Scala

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**Jenny Scala**

Director of Consumer Marketing  
Staff Liaison of Professional Floral Communicators – International (PFCI)

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Members Only: [www.safnow.org](http://www.safnow.org)

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