

From: Jenny Scala <jenny.scala@safnow.org>
Subject: Concern with Rose Fitzgerald Kennedy Greenway Conservancy advertisement
Date: April 28, 2009 3:46:57 PM EDT
To: nancybrennan@rosekennedygreenway.org

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

Jenny Scala

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