



SOCIETY of  
AMERICAN  
FLORISTS

May 13, 2009

Pat Farnack, ANCHOR and HEALTH & WELL BEING CORRESPONDENT  
CBS RADIO  
40 West 57th Street  
New York, NY 10019

Dear Ms. Farnack,

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 report "Instead of Flowers for Mother's Day" posted at <http://podcast.wcbs880.com/wcbs/1730951.mp3>. Along with the title, you state: "Flowers die but plants live on and one. Even better for mom's happiness and well being ..."

While SAF understands and appreciates your need to provide listeners with Mother's Day gift ideas, the negative flower statements seem unfair and unnecessary, as the tips can stand on their own.

We thought you and your listeners should know that the gift of flowers is a gift proven to boost happiness and well being:

- A behavioral research study conducted by Nancy Etcoff, Ph.D., of Massachusetts General Hospital and Harvard Medical School, reveals that people feel more compassionate toward others, have less worry and anxiety, and feel less depressed when fresh flowers are present in the home.
- A Rutgers University behavioral study shows that flowers have an immediate impact on happiness and increase life satisfaction and enjoyment.
- Another Rutgers study shows that flowers ease depression, inspire social networking and refresh memory as we age.

Information about the Harvard and Rutgers research is posted at <http://www.aboutflowers.com/health-benefits-a-research.html>.

Also, most Americans appreciate the ephemeral nature of fresh 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.

These are a just a few of the many reasons why fresh flowers remain a popular gift choice for Mother's Day.

On behalf of the floral industry, SAF requests that you please review the story and consider updating it with the information about the emotional health benefits of flowers.

If you ever need information about flowers or florists, please contact me or visit [www.aboutflowers.com](http://www.aboutflowers.com).

Thank you for your time.

Sincerely,  
Jenny Scala

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