

# Mother's Day Ideas

## Send Flowers Like You Mean It

(NAPSA)—This Mother's Day, you can tell mom, "pink rose for everything you do." Let grandmother know just how much you "sunflower" her. Hallmark Flowers has tried to decipher the language of flowers with its new meanings campaign, helping take the guesswork out of sending the right bouquet.

"Ever since Victorian times, people have tried to attach meanings to specific flowers. The red rose and yellow rose—signifying love and friendship—have remained constant; however, the meanings of other varieties have not been as clear," said Jen Weiss, Hallmark Flowers marketing manager. "Hallmark has conducted substantial historical research to determine the primary sentiments connoted by a number of popular flowers. We think we've made it easier for consumers to send a little bit of themselves with each bouquet."

### Be Fluent In Flowers

According to Hallmark, the following flowers are accompanied by these key corresponding meanings which will be revealed in each ad:

- Pink Rose = Thanks
- Calla Lily = Beauty
- Pink Lily = Mother
- Yellow Rose = Friendship
- Gerbera Daisy = Happiness
- Red Rose = Love
- Sunflower = Respect
- Lisianthus = Appreciation

Hallmark Flowers has enhanced its Web site and phone ordering capabilities to allow consumers to choose a bouquet based on meaning, in addition to more standard selection options such as price or variety. For example, a woman who wishes to express gratitude to a friend for her advice and support might select the sentiment "appreciation" to send a bouquet that consists primarily of lisianthus. Specially designed cards enclosed with each bouquet further communicate the particular meaning the sender has selected.

In addition to single-variety bouquets that emphasize one dominant message, Hallmark Flowers offers mixed arrangements that allow a sender to combine thoughts and feelings. "We



think the combination of the meanings chart, the personalized card that reiterates the meaning of the bouquet, and the fact that you can go to our Web site to learn more about a particular flower, will help our consumers better speak the language of flowers," said Weiss.

According to Hallmark, ninety-six percent of American households celebrate Mother's Day—collectively spending more than \$9 billion each year. "Hallmark Flowers provides a simple way to send very personal and expressive gifts to moms, aunts and sisters on this special day," Weiss said.

Hallmark Flowers can be delivered anywhere in the United States as well as 185 different countries worldwide. Customers are able to choose from two different delivery options depending on their floral gift needs.

First, Hallmark's centralized fulfillment center offers a premier assortment of fresh-cut flowers that includes single variety, mixed and rose bouquets, offered for next-day delivery. These bouquets are shipped directly to the recipient in a beautiful gift box with a personalized Hallmark greeting card.

Second, for a customer who needs a bouquet delivered the same day, has a special design request or does not want the bouquet delivered in a gift box, Hallmark offers additional options through a network of select local florists.

Hallmark Flowers can be ordered on Hallmark's Web site, [www.hallmark.com](http://www.hallmark.com), or by calling 1-800-HALLMARK (1-800-425-5675).