

**FOR IMMEDIATE RELEASE**

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## **Local Business Rewards Customers**

### *ABC Florist Says Thanks with Flowers*

(City, State) (Date) – In celebration of its 50th anniversary and to honor its valued customers, ABC Florist (of 123 Main Street) is giving a complimentary rose to every person who comes into the shop on (date), between (time) and (time). Refreshments will be served throughout the day and the shop will feature a design table where residents can watch professional floral designers at work and learn decorating tips and flower names. Those who stop by can also enter a drawing to receive a flower arrangement delivered to their home or office every month for a year.

"We're always excited to get involved in the community," says Jane Smith, owner of ABC Florist and a member of the (city) Chamber of Commerce and the Society of American Florists. "We've enjoyed helping people select the perfect flowers to express their love, friendship, congratulations, thanks, birthday and anniversary wishes, and heartfelt sympathy. Now is our chance to say thank you to all of our loyal customers."

ABC Florist has a history of putting its petals where its promises are. Just look around (city). Walk into Memorial Hospital's chapel any Sunday, and there's an ABC Florist arrangement. Visit the senior center on Valentine's Day, and watch residents receive a rose from a "secret" admirer. Ask the fidgeting teenager who helped him pick out such a beautiful corsage for his date to the (city) High School prom and he'll tell you ABC Florist. Ask the director of the (city) Women's Shelter where the cheerful tulips came from and she'll tell you ABC Florist. Notice the smiling faces of residents who just attended one of ABC Florist's popular design workshops and learned how to make their own centerpieces. The list goes on. Come join in the fun on (date) and help ABC Florist celebrate its half-century of serving the community.

ABC Florist is located at 123 Main Street in (city). Business hours are from (time) to (time), Monday through Saturday. Local and worldwide deliveries are available for everything from fresh cut flowers to gourmet gift baskets. Please call (123) 456-7890 or visit our Web site at [www.abcflorist.com](http://www.abcflorist.com) for more information.

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*Editor's Note: Photo opportunity available at ABC Florist on (date) between (time) and (time).*