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bouquet image available

FUNDRAISING WITH FLOWERS CREATES A PRETTIER PINK

*Ashland Addison Florist Supports The Lynn Sage Cancer Research Foundation
With "Prettiest Pink" Flower Sales in October*

CHICAGO (September 29, 2005) – Ashland Addison Florist Company announces their effort to support cancer research in October through donations to the Lynn Sage Cancer Research Foundation, which supports breast cancer programs at Northwestern Memorial Hospital in Chicago. The floral shop will donate 10 percent of the sale of each Ashland Addison "Prettiest Pink Bouquet" sold during the month of October. Plus, the florist will set up a special area on Fridays in October at their retail location in Northwestern Memorial Hospital's Galter Pavilion (201 East Huron) to help spread the important message and drive support for the Lynn Sage Cancer Research Foundation.

"We've been a part of the Northwestern Memorial Hospital family for five years now and have heard first hand many stories about lives that have been touched by the Lynn Sage Cancer Research Foundation," says Bill Sheffield, president of Ashland Addison Florist Company. "We look forward to supporting their work and research through our pink flower sales in October and hopefully reassuring some of those who are touched by the disease that so many people care and support the cause."

The Ashland Addison "Prettiest Pink Bouquet" special is made up of three popular pink Gerbera daisies, three pink spray rose stems, and three pink Peruvian lilies arranged in a glass vase complemented with a pink ribbon. The bouquet is available for \$20 each and comes with a Lynn Sage Cancer Research Foundation pink bracelet. Two dollars from the price of each bouquet will be donated to the Lynn Sage Cancer Research Foundation at the end of the month. The effort to drive sales will be supported by point of purchase signs at each of the retail locations, email campaigns, direct mail pieces and online presence. For more information, visit www.ashaddflorist.com.

About Ashland Addison Florist Company

Ashland Addison Florist has been serving the Chicago community since 1932 when S. Roy Sheffield began by selling bouquets at the busy street car intersection of Ashland and Addison. Today, the family-owned and operated business is run by Sheffield's grandsons, Bill Jr. and Chris. They have 4 locations including 1746 W. Addison, the Galter Pavilion at Northwestern Memorial Hospital at 201 East Huron, the design center at 1640 W. Fulton and now the newest addition in Elk Grove Village at 43 Arlington Heights Road.

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