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bouquet image available

## SWEETHEART ROSES HELP SPREAD SERIOUS MESSAGE

*Ashland Addison Florist Supports The Lynn Sage Cancer Research Foundation  
With Breast Cancer Awareness Bouquet in May*

**CHICAGO (May 1, 2006)** – Ashland Addison Florist Company announces their effort to support cancer research in May 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 Breast Cancer Awareness Bouquet sold during the month of May. The bouquet is available online at [www.ashaddflorist.com](http://www.ashaddflorist.com), via phone at 312-432-1800 or at any of the three retail locations in Chicagoland.

“We are excited to provide another opportunity for Chicagoland to help spread a serious message through the beautiful gift of flowers,” Bill Sheffield, president of Ashland Addison Florist Company. “We received an impressive response from our October fundraising efforts for Lynn Sage Cancer Research Foundation, therefore deciding to continue the partnership with May fundraising as well.”

The Ashland Addison Breast Cancer Research Bouquet is made up of seven stems of pink sweetheart roses and bright green bupleurum arranged in a keepsake pink ceramic vase engraved with roses. Each bouquet includes a pink breast cancer awareness bracelet. Ashland Addison Florist will make a 10 percent donation from the purchase price of \$29.95 once the bouquets have sold out.

The effort to drive sales is 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](http://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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