



Local Chicago Florist Wagers with Phoenix Florist over Cubs / D-Backs Series
Florists Bet Local Greens over NLCS Outcome

CHICAGO (October 4, 2007) -- While politicians wager Philly cheese steak sandwiches for Rocky Mountain oysters and tamales for beer, local florist, Bill Sheffield of Chicago's Ashland Addison Florist Company, sealed his wager with Ken Young AAF of Arizona's Phoenix Flower Shops over the Chicago Cubs vs. Arizona Diamondbacks National League Division Series.

If the Diamondbacks lose to Cubs, Young will be sending a large basket of desert cacti and a piece of BOBSod, the official sod used at Chase Field, to Sheffield in Chicago. However, if the D-Backs snakebite the Cubs, Sheffield will send over a fresh basket of ivy in honor of the famous greens along the outfield of historic Wrigley Field.

Sheffield has partnered with Young and other florists who are members of the Society of American Florists to represent each of the eight cities with teams in contention for the World Series title. At the conclusion of each playoff series the ante will increase.

"We're eager to see what local floral item Phillies fan Chad Kremp, of Kremp Florist in the Philadelphia area, or Rockies fan BJ Dyer of Bouquets in Denver have to offer for the fight for the title of National League Champion," said Sheffield.

"If it gets as far as the Cubs playing the American League Champs in the World Series, we're looking forward to one of these great florists joining us in Chicago and brushing up their design skills while I sit back and enjoy watching recaps of the Chicago Cubs taking their well-deserved title as 2007 World Series Champs," teases Sheffield.

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Ashland Addison Florist Company is a family-owned and operated retail florist celebrating 75 years of serving the Chicagoland area with fresh beautiful blooms – opening a mere 24 years after the last Cubs World Series Championship! Bill Sheffield is a third-generation owner and president of the four retail locations and Central Design Center located at 1640 W. Fulton in Chicago. Ashland Addison Florist Company is proud to announce the opening of their fifth retail location opening on October 20, 2007. Order 24/7 at (312) 432-1800 or online at www.ashaddflorist.com.

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