



Contact:  
Bridget Carlson  
[bridget@ashaddflorist.com](mailto:bridget@ashaddflorist.com)  
312-432-1800 ext. 120

## Enticing Flowers With Added Blooms This Valentine's Day *Ashland Addison Florist Launches Bonus Gift Days on Saturday!*

Chicago, IL (February 7, 2006) – Ashland Addison Florist Company, founded in 1932 by S. Roy Sheffield, is launching Bonus Gift Days in order to help add a little something special to this year's Valentine's Day! This red hot promotion blooms with incentives for love-struck devotees who plan their Valentine's Day floral surprise a little early this year. Plus, the family-owned and operated florist will offer a wide selection of enticing Valentine's Day gift ideas including a contemporary long-stem peach rose arrangement called "Captivating", which standing over 15 inches in a cylinder glass vase!

### Bonus Gift Days

"Since Valentine's Day falls on a Tuesday this year, we know many couples will look to ignite their romance on Saturday evening. So, we're helping spark that fire with some added Bonus Gifts to this year's floral selection," said Bill Sheffield, president of Ashland Addison Florist Company and third generation florist.

For romantics who will have their flowers delivered February 11<sup>th</sup> – 13<sup>th</sup>, they will have an opportunity to choose up to three valuable Bonus Gifts\*! Bonus Gifts available include a box of fresh chocolates (value \$9.95), a Mylar Valentine's Day balloon (value \$3.95), a cuddly plush teddy bear (value \$9.95) – or for the sender – \$3.00 OFF their order! Each of the gifts (not including the discount) is available for only \$1.00 each!

### Wide Selection of Perfect Valentine's Day Sentiments

For more than 73 years, Ashland Addison Florist Company has provided the Chicagoland area with an incredible selection of floral arrangements made with the professional hands of our highly-trained floral designers. This Valentine's Day, Ashland Addison will offer several exclusive arrangements for local Chicagoland delivery as well as national specials for sending across the U.S. or Canada. Some Valentine's Day highlights include:



**Ashland Addison's "Captivating" Bouquet** – This brand new look will captivate your Valentine with 12 long-stemmed peach "Ossianna" Roses tied in a contemporary look with Hypericum and Lily Grass in a tall cylinder glass vase. This impressive new look stands over 15" tall and will mesmerize your Valentine and introduce a new respect for romance. "Captivating" is available for Chicagoland delivery only at \$99.95.



**Ashland Addison's "Romantic" Bouquet** – Impress your Valentine with 18 beautiful Charlotte Roses arranged tightly in a square glass vase filled with heart-shaped gems. This sentiment will send a strong romantic message. "Romantic" is available for Chicagoland delivery at \$79.95.



**Classic Dozen Rose Bouquet** – For a classic Valentine's Day wish, send one dozen fresh, long-stemmed roses in red, pink, yellow or white. \$69.95 *Price compare our classic dozen roses and you'll see what a deal!*

All four of Ashland Addison's locations will be open all weekend before Valentine's Day and order taking is available online or via the phone 24/7. Customers who order early will best secure their preferred delivery date, product selection and Bonus Gifts. Bonus Gifts are available while supplies last only.

### **About Ashland Addison Florist Company**

The family-owned and operated florist was started in 1932 by S. Roy Sheffield. Mr. Sheffield began his florist career by selling floral bouquets at the busy intersection of Ashland and Addison. Now 74 years later, third generation owners and brothers Bill and Chris Sheffield have expanded the business to three retail locations and one main design center. With 24/7 ordering available online at [www.ashaddflorist.com](http://www.ashaddflorist.com) or via phone at 312-432-1800, the Sheffield family lives up to its quality and service guarantee. Visit us in Lakeview at 1746 West Addison St., downtown at 201 East Huron St. or in Elk Grove Village at 43 Arlington Heights Road. Our main design center is located at 1640 West Fulton in Chicago.

###