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ASHLAND ADDISON FLORIST MAKES 12,000 SMILES IN CHICAGOLAND *Free Rose Giveaway Encourages Recipients to Share the Love*

CHICAGO (September 9, 2005) – Ashland Addison Florist Company shared 12,000 roses with the Chicagoland community on the annual Good Neighbor Day holiday, which fell on the first Wednesday in September. The 73-year-old florist successfully completed its 9th participation totaling an outreach of 90,000 roses since fruition. However, there is a catch to the generous giveaway: Each recipient was encouraged to keep one of the roses for themselves and hand the others away to continue to share the smiles and reach as many people in Chicago as possible.

“Although some consumers can be slightly skeptical of the anything free, the smiles really came out when they understood that we are asking them to share the love” said Bill Sheffield, president of Ashland Addison Florist Company. “It’s great that in our 9th year many people remember us and look forward to this day.”

Wednesday’s outreach included 12 different locations for distribution of half-dozen rose bouquets. Good Neighbor Day teams were found on street corners, at el stops and bus stops, as well as at two of the florists’ four locations: at Northwestern Memorial Hospital in the Galter Pavilion and at the new location at 43 Arlington Heights Road in Elk Grove Village. At each distribution stand the teams took the time to explain the catch to the free roses.

“We told each recipient to keep one for themselves and hand the others away to help make five other people smile today,” said Sheffield. “That’s when you really start to see the difference we are making in Chicago – people walked away with wide grins on their faces.”

This outreach is not the only goodwill giveaway Ashland Addison Florist Company does. In fact, community members in Chicago could find Ashland Addison teams at el stops and street corners handing out free flowers as a random act of kindness on any day – for no reason at all!

About Ashland Addison Florist Company

Ashland Addison Florist has been a friend and neighbor in 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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