



Connecticut Affiliate
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**FLORIST ASSOCIATION INVOLVES BUSINESSES STATEWIDE
IN THE FIGHT AGAINST BREAST CANCER**

HARTFORD - June 25, 2009 - Thirty six florist shops across Connecticut united in the fight against breast cancer by offering a special promotion to their customers this past Mother's Day. Members of the Connecticut Florist Association (CFA) invited their customers to add a \$5 pink ribbon pin to their Mother's Day floral arrangement. Donations generated from the pin sales benefitted the Connecticut Affiliate of Susan G. Komen for the Cure®.

CFA presented the Komen Connecticut Affiliate with a check for \$2,400 at their annual dinner meeting last week at the Rocky Hill Marriott.

"It's very rare that we can promote breast cancer awareness in so many places at once across the state," said Anne Morris, executive director of the Komen Connecticut Affiliate. "CFA's program allowed us to spread the lifesaving message of early detection to our moms, sisters, daughters and families throughout Connecticut."

Participating florists were Alice's Flower Shop in Bethel; Myers Flower Shop in Branford; Fruits and Flowers in Bridgeport; The Pink Petunia in Cheshire; Driscolls Florist in Danbury; Paul Buettner Florist in East Hartford; Callahan's Flower Shop in East Hartford; Silverman's Florist in Easton; Ganin's Garden Center and Florist in Fairfield; Hansen's Florist in Fairfield; Harworth's Florist in Farmington; Flowers on the Green in Guilford; Bob Kelly Florist in Hartford; It's So Ranunculus in Marlborough; McInerney's Flower Shop in Middletown; Irene's Garden Party in Monroe; Terri's Flower Shop in Naugatuck; Fisher Florist in New London; Flowers Etc. in Newington; Forget Me Not Flower Shop in North Haven; Hansen's Florist in Norwalk; Wild Irish Rose in Old Lyme; The Root System in Rocky Hill; Horan's Flower Shop in Simsbury; Stamford Florist in Stamford; Nobu Florist and Events in Stamford; Phyl's Florist & Fruit in Stratford; K& P Flowers and Gifts in Suffield; Montville Florist in Uncasville; Grahams Florist Waterbury; Butler Florist in West Hartford; The Flower Box in Wethersfield; Kim's Flower Shop in Wethersfield; Daley's Florist in Windsor Locks; and Farmingbury Floral Designs in Wolcott.

Seventy five percent of the proceeds from this event will be invested in Connecticut-based breast health programs that our community relies on to help ensure quality care for all. The remaining 25% will be dedicated to national research programs.

About the Connecticut Florists Association The Connecticut Florists Association is the nonprofit trade association representing the retail flower shops, wholesale floral suppliers,

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Three simple steps to early detection are regular mammograms, clinical exams and breast self-exams.

and growers of flowers and plants. Floristry in Connecticut is a \$120 million industry that includes over 500 independent 'real florists', and more than 30 related supply companies. CFA's website is www.RealFlorists.com

About Susan G. Komen for the Cure® and the Komen Connecticut Affiliate Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. The Connecticut Affiliate of Susan G. Komen for the Cure was established in 1993 to fund research and better the lives of those facing breast cancer in the local community by supporting local organizations that focus on breast health issues and access to care. Seventy-five percent of net proceeds from the Affiliate stay in the community to fund local breast health programs and in 2009 alone, the Affiliate will grant more than \$871,000 to 22 breast health programs at organizations throughout Connecticut. Combined with national research dollars, Komen Connecticut has made an \$18 million impact on Connecticut's breast health and the breast cancer movement. For more information, call 860-728-4955 or visit komenct.org.

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