

Free Flowers for Fishkill as Lovingly Prepares to Petal It Forward

After the runaway success of last year's Petal It Forward bonanza, Lovingly is preparing to hand out hundreds more free flowers on the streets of Fishkill.



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FISHKILL, N.Y., Sept. 28, 2017 /PRNewswire/ -- On a busy street in Fishkill last year, a woman with tears rolling down her cheeks told a complete stranger how much the gift he had just handed her meant. Cameras were put away. A public event had become a personal moment.



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Apart from tears of joy, there was also a sea of smiles and an endless supply of laughter. And it's all about to happen again. On Wednesday, October 11, from 11 a.m. to 2 p.m., anybody who happens to be on the street in Fishkill could be approached by a *Happiness Ambassador* from online flowers and gifts company,

Lovingly, and handed two sets of flowers.

"One is for the person who receives our gift," says Ken Garland, co-founder and managing partner of Lovingly, "the other is a gift to be given by that person to anybody she or he chooses. Encouraging giving is what *Petal It Forward* is all about."

"And we love it!" smiles fellow co-founder and managing partner, Joe Vega. "This all started with the *pay it forward* phenomenon, where random acts of kindness were encouraged. Of course, studies on the mood-lifting effects of flowers made *Petal It Forward* a must."

"It's the brainchild of the Society of American Florists," explains Ken. "When we learned about it early last year, we couldn't wait to join in. There was a real team effort and it was an incredibly rewarding experience for everybody involved."

"The event serves to remind us why we do what we do," agrees Joe. "Seeing the joy on people's faces, the surprise, even the tears that sometimes flow. That's what it's all about. Many team members were extremely moved last year. This is joy in action and proves that it really is better to give than receive."

"Absolutely," says Ken. "One minute you're a busy, no-nonsense New Yorker, the next you're laughing or crying, ready to hand somebody else a flower and spread the love. Fantastic."

"The street in Fishkill is the only place to be on October 11," adds Joe. "We don't care who you are. As long as you believe in the spirit of giving, you're a friend to Lovingly and we have a gift for you."

About Lovingly: Lovingly was founded over ten years ago and has introduced many firsts to the online floral industry. Originally known as UFN, Lovingly gains maximum exposure for florist websites through search engine marketing and increased orders through effective online store design.

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