



FOR IMMEDIATE RELEASE

A Lovingly Cut Ribbon Heralds an Exciting New Era for Gift-Givers

As online floral-industry leader UFN makes its rebrand to Lovingly official, spirits are high and celebrations — as well as powerful innovations — are already underway.

FISHKILL, N.Y., Sept. 20, 2017 - - Long before the official ribbon flutters to the ground like a piece of eagerly opened gift wrapping, Lovingly's campaign to [protect the online floral industry](#) from hackers will already have been deemed a success.

So the spirit of celebration will be palpable at Lovingly HQ, located in The Summit Court Office Park in Fishkill, on Tuesday, October 3. The official beginning of Lovingly comes with yet another industry first; one more to be added to a list that has grown impressively over the past ten years.

"We're starting with a clear vision," smiles Lovingly co-founder and managing partner, Joe Vega. "And we're starting [Lovingly](#) in the same way we started UFN ten years ago, forcing changes that benefit everybody, rather than a select few."

"A little nostalgia is great," agrees fellow co-founder and managing partner, Ken Garland. "Our memories are of shaking up the industry with our *We don't make a penny until you do!* payment structure. That was needed in the industry then, just as online security is needed now, for the online business world and the gift-giving public."

"In the online world, changes happen quickly," says Joe. "Leading the charge for data security under the name Lovingly gives a clear message: We remain a quality company, we [constantly evolve](#), and we consider our innovations and thought leadership part of our service to partners and to the public. We know as a fact our latest campaign is having a dramatic effect."

"We'll be celebrating our past and our future at our official ceremony," adds Ken. "And we'd like to publically thank the [Dutchess Chamber of Commerce](#) for helping make our big day possible. Our team is thrilled about this launch, and our existing partners have welcomed it

-more-

with open arms. They know us and trust us, and that counts for everything.”

“That’s true,” Joe agrees. “Sincere intentions drive the gift-giving public, of course, but not everybody understands that sincere intentions drive great business, too. We learned that lesson ten years ago and we’re taking it forward with us into our future as Lovingly.”

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.

Media Contact

Contact: Michael Delgorio, Director of Corporate Development
Tel.: (914) 930-6743
Email: michael@lovingly.com
Website: sell.lovingly.com

