



The Spiraled Stem
FLORAL DESIGN
Weddings and Distinctive Occasions

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

THE SPIRALED STEM FLORAL DESIGN GOES GREEN

Southern California Wedding and Event Floral Designer Launches a Sustainability Program to Help Clients Have a Green Wedding

Anaheim Hills, CA – April 11, 2007 – The Spiraled Stem Floral Design has created a comprehensive approach to green its business practices and go beyond the expected for engaged couples who are planning a green wedding.

The Spiraled Stem is the first wedding and event floral designer in Southern California to become an affiliate of organicbouquet.com, whose flowers are grown and harvested using practices that aim to improve the quality of farm working conditions, minimize damage to ecosystems, conserve biodiversity, and enhance environmental quality for future generations.

Sourcing organic and locally grown flowers for clients is an important first step, but going green means much more to owner Christine Saunders. “A wedding may last for only one day, but I decorate weddings all year, so the impact my business has on the environment is greater than any one event”.



And when one considers that there are an average of 2.4 million weddings performed annually in the United States, representing a \$50-\$70 billion dollar industry, one can see the potential impact of the wedding industry greening up its act.

In addition to offering a selection of sustainably grown flowers, The Spiraled Stem Floral Design uses soy candles, recycles all paper and plastic packaging from flowers and vases, properly disposes of all flower trimmings, and offers clients a container rebate so they can enjoy the flowers after the event and return the container later, or pass it on to their local florist. Since The Spiraled Stem uses the freshest of flowers and brings them in a day or two in advance of the event, the flowers do not need to be stored in a cooler, therefore reducing energy use.

The Spiraled Stem Floral Design specializes in weddings and events and has served Southern California since 2004. The Spiraled Stem's mission is to surround you with flowers that are *almost* as beautiful as you are. The Spiraled Stem is a member of the Association of Bridal Consultants, and was the official florist of the Bank of the West Beach Games in Huntington Beach, CA in July 2006.

The Spiraled Stem Floral Design...Unique as the Love You Share

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For more information about planning a green wedding, or if you'd like to schedule an interview with Christine Saunders, please call Christine Saunders at 714-488-1529 or email at christine@thespiraledstem.com.