



PRESS RELEASE

Contact: Christine Saunders
714-488-1529
christine@thespiraledstem.com

FOR IMMEDIATE RELEASE

ORGANIC ROSES TO MAKE HOLLYWOOD DEBUT

**Southern California Wedding and Event Floral Designer to Feature
Organic Roses in the *Architectural Digest* Green Room at the
59th Primetime Emmy® Awards**

Anaheim Hills, CA – August 29, 2007 – [The Spiraled Stem Floral Design](http://www.thespiraledstem.com) has been selected to create floral arrangements to complement the "eco-luxury" aesthetic of the [Architectural Digest Green Room](#) at the [59th Primetime Emmy® Awards](#), which airs September 16, 2007 from 8:00-11:00 pm (ET/PT) on FOX, live from the Shrine Auditorium.

The Spiraled Stem is committed to using environmentally friendly alternatives to conventional products, materials, and practices available in the \$20 billion floral industry. A key component to carrying out this commitment is by sourcing flowers 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.

Owner Christine Saunders has selected a sensuous variety of fragrant organic roses that will overflow vintage vases strategically placed around the Green Room. "These organic roses are captivating, and even in the hustle of final preparations before going onstage, those in the Green Room will be compelled to literally stop and smell the roses."

The key to unlocking the fragrance of the rose is in how it's grown to organic standards without the use of harmful pesticides. Commercially grown roses have sacrificed their fragrance for greater durability through the global supply chain and longer vase life for the consumer.



Page Two

Architectural Digest Top 100 designer [Timothy Corrigan](#), creator of the sustainably-designed Green Room, is intrigued by the introduction of organic flowers as a key design feature. "Flowers are an integral element of rich interiors, and it is wonderful there are 'green' alternatives to the conventional cut flower. I am delighted to be working with Christine Saunders to incorporate organic roses into this year's Architectural Digest Green Room."

The 59th Primetime Emmy® Awards, produced by AEG Ehrlich Ventures LLC, airs live on FOX September 16 at 8:00 pm (ET/PT).

About The Spiraled Stem Floral Design

The Spiraled Stem Floral Design was founded in April 2004 by Christine Saunders with the desire to bring the beauty of flowers to wedding celebrations and events in Southern California. Our mission is to surround you with flowers that are almost as beautiful as you are. The Spiraled Stem Floral Design has accomplished that mission for over 125 brides in three years, and has been recognized as a 2007 Best of Weddings Pick by the Knot. Christine's work has been widely published in premiere wedding publications such as *Brides Southern California*, *Ceremony*, *The Bride and Bloom*, and *Grace Ormonde Wedding Style (online)*.

Christine's dual passions for floral design and sustainability were recently merged when she decided that The Spiraled Stem would "go green". She researched how her business could operate in a more environmentally friendly way, including using organic and eco-label flowers, eco-friendly containers, alternatives to traditional floral design tools and materials, and more efficient office and studio practices such as recycling and composting. Christine has quickly become a leading expert in green floral design, and has been featured in *Florist's Review* and *Orange County Home* magazines, spoken with the Orange County Association of Bridal



Page Three

Consultants (ABC) membership of over 250, is a contributor to the ABC Newsletter, and appeared on the NBC 10! Show in Philadelphia.

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

###

For more information about environmentally friendly alternatives for floral and event design, please call Christine Saunders at 714-488-1529 or email christine@thespiraledstem.com.

For additional press information and resources concerning the 59th Primetime Emmy® Awards or the Academy of Television Arts & Sciences, please direct your inquiries to Robin Mesger of the Lippin Group at (323) 965-1990.