

Slow Flowers

the conscious choice for buying and sending flowers

FOR IMMEDIATE RELEASE

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SLOWFLOWERS.COM ANNOUNCES 2018 AMERICAN FLOWERS WEEK

The fourth annual celebration of domestic cut flowers

Set for June 28-July 4, 2018

SEATTLE, WA (May 21, 2018) – Debra Prinzing, Slow Flowers founder and creative director, announced details for the [2018 American Flowers Week](#) campaign and unveiled five floral fashion looks featuring iconic American-grown botanicals. American Flowers Week is produced by Prinzing's [Slowflowers.com](#), the comprehensive online resource that connects consumers with local, seasonal and sustainable flowers.

Since 2015, Prinzing has staged a week-long celebration of domestic flowers to raise consumer awareness and unite America's flower farmers with the U.S. floral industry. Last year, that effort generated more than 5.2 million social media impressions on Twitter and Instagram in a single month, demonstrating the power of images, ideas and values that promote American Grown Flowers.

"What began as a grassroots effort to promote domestic floral agriculture has gained significant momentum, with more farmers and floral designers embracing American Flowers Week as a platform to showcase their businesses. At the same time, consumers are inspired to learn more about the people who grow and design with the flowers they love," Prinzing said. "The Slow Flowers Community is dynamic and diverse -- and participants understand that theirs is a unique story that resonates with flower buyers seeking relevance and sustainable options. It's fitting that American Flowers Week raises awareness and celebrates local and domestic flowers during a new floral holiday that coincides with Independence Day."

Slow Flowers has again commissioned five teams of flower farmers and floral designers to create botanical wearables as a centerpiece of American Flowers Week. Each look is unique to the location and season where it was produced and photographed, with design narratives that elevate flowers and foliage as works of art. *Florists' Review* magazine, for which Prinzing is a Contributing Editor, will publish highlights of the 2018 collection in its June issue after which more images will be published at [AmericanFlowersWeek.com](#).

Participating Slow Flowers designers include **Kelly Shore** of **Petals by the Shore** (Damascus, Md.), **Hedda Brorstrom** of **Full Bloom Farm** (Sebastopol, Calif.), **Carly Jenkins** of **Killing Frost Farm** (Missoula, Mont.), **Alison Grace Higgins** and **Nicole Cordier** of **Grace Flowers Hawaii** (Honoka'a, Hawaii) and **Faye Zierer Krause** of **Flora Organica Designs** (Arcata, Calif.).

The American-grown floral looks feature flowers and foliage donated by **Scenic Place Peonies** (Homer, Alaska), **Aztec Dahlias** (Petaluma, Calif.), **Full Bloom Farm** (Sebastopol, Calif.), **Killing Frost Farm** (Missoula, Mont.), the **Seattle Wholesale Growers Market** (Seattle, Wash.), **Sun Valley Floral Farms** (Arcata, Calif.) and

six farms on the Big Island of Hawaii, including **J & D Farms, Pacific Floral Exchange, Hawaii Isle Flowers, The Orchid People, ESP Nurseries** and **High Country Farms**.

The second annual **Slow Flowers Summit** will be held in conjunction with American Flowers Week, scheduled for Friday, June 29, 2018, at the **Wardman Park Marriott Hotel** in Washington, D.C. The symposium encourages progressive ideas and sustainable practices in the floral industry and features presentations on floral design, best business practices, industry innovations and urban flower farming. Details are available at SlowFlowersSummit.com.

American Flowers Week receives sponsorship from Syndicate Sales, Johnny's Selected Seeds, Longfield Gardens, Mayesh Wholesale Florist, Seattle Wholesale Growers Market, the Association of Specialty Cut Flower Growers, Florists' Review magazine and Arctic Alaska Peonies.

American Flowers Week supporters can find more information and resources at americanflowersweek.com. Downloadable fact sheets, infographics and 2018 American Flowers Week logo and social media badges are available for growers and florists to use for marketing and promotion efforts.

Participants are encouraged to use the social media tag **#Americanflowersweek** to help spread the word about this campaign across all platforms.

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About American Flowers Week:

American Flowers Week is designed to engage the public, policymakers and the media in a conversation about the origins of their flowers. As an advocacy effort, the campaign coincides with America's Independence Day on July 4th, providing florists, retailers, wholesalers and flower farmers a patriotic opportunity to promote American grown flowers.

About Debra Prinzing:

Debra Prinzing is a Seattle-based writer, speaker and leading advocate for American Grown Flowers. Through her many Slow Flowers-branded projects, she has convened a national conversation that stimulates consumers and professionals alike to make conscious choices about their floral purchases.

Debra is the producer of SlowFlowers.com, the online directory to American grown farms, florists, shops and studios who supply domestic and local flowers. Each Wednesday, approximately 2,500 listeners tune into Debra's "Slow Flowers Podcast," available for free downloads at her web site, debraprinzing.com, or on iTunes and via other podcast services. She is the author of 10 books, including Slow Flowers and The 50 Mile Bouquet.