

PRESS RELEASE

17th February 2011

Bunches.co.uk launches Mother's Day Flowers

Online florist Bunches.co.uk has launched its Mother's Day range ready for the largest floral purchasing occasion of the year. Flowers have long been a great way to make Mum feel special; during the 17th century, British servants were given a day off every spring to visit their Mums with gifts of wild flowers and the day soon evolved to become known as 'Mother's Day'. Today, flowers still make a perfect Mother's Day gift - whether she lives hundreds of miles apart or just around the corner, a beautiful bouquet is a thoughtful and timeless way to say thank you.

Bunches' new range of floral gifts include the contemporary 'Cerise Delight' featuring Aqua pink Roses with white Chrysanthemums and the 'Vintage Charm' display with Antique Carnations and dusky pink Lilies. For Mums with more traditional tastes, the Fruit Pastille arrangement is sure to delight, featuring pink Alstroemeria, purple and yellow spray Carnations with Gypsophila. Every bouquet is designed to make Mum smile this spring, whatever her style.

Bunches Mother's Day bouquets start from £12.99, include a personal greeting and free first class U.K. postal delivery; all sent out in specially designed gift boxes which provide a safe home for the flowers during transit.

All online orders receive a free box of milk chocolates and can earn Posy Points to save money on future bouquets. As part of Bunches' Year of Smiles campaign to spread a little happiness during 2011, customers will also be entered into a prize draw to win Mum one of 10 luxury spa days when purchasing any bouquet from 28th February until 21st March for Mother's Day weekend delivery.

Mother's Day flowers are available for delivery from 8th March 2011. For further information or to view the full range of Mother's Day gifts, visit www.bunches.co.uk/mothersday

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For further press information, hi-res images, product samples or you would like to run a reader giveaway with Bunches, contact Jenny Histed, Marketing & PR Co-ordinator on (01623) 729989 or email jennifer.histed@bunches.co.uk.

Notes to Editors:

Bunches.co.uk is a mail order florist, delivering beautiful bouquets across the U.K. Founded in 1989, Bunches.co.uk is a family firm which began selling flowers on a stall in a Mansfield shopping centre. 21 years on, Bunches now operates from a purpose built unit in Newstead Village and has successfully delivered over 2.7 million bouquets. A dedicated in-house team oversee the whole order process from purchase to packing and delivery, ensuring quality remains the priority throughout.

Bunches.co.uk offer an extensive range of bouquets, guaranteed to create a smile whatever your budget or occasion. For further information, visit www.bunches.co.uk or call 0800 626 249.



Bunches named 'Nottinghamshire Company of the Year' 2010

Bunches was recognised for its customer service, innovation and growth by being crowned 'Nottinghamshire Company of the Year 2010'.

The prestigious Nottingham Evening Post Business accolade was presented during the awards dinner at Nottingham's Council House on 1st July 2010. For further information on this and other news stories visit: www.bunches.co.uk/inthenews



Bunches Year of Smiles 2011

Bunches is all about creating smiles so 2011 has been dedicated to spreading a little happiness with the 'Year of Smiles' campaign. Each month 10 bouquets will be won at random to those who pledge to spread some joy. There is more happening throughout the year, so make your pledge and join the campaign at www.yearofsmiles.co.uk.

For the latest news, search for 'Year of Smiles' on Facebook or follow '@yearofsmiles' on Twitter.



...flowers by post

BUNCHES™.co.uk

