

PRESS RELEASE

14th June 2011

Florist creates smiles in Nottingham city centre

Newstead based online florist Bunches.co.uk created smiles in Nottingham city centre on Friday by handing out bouquets to members of the public to brighten their day. The random acts of kindness were part of their Year of Smiles campaign to spread a little happiness during 2011.

Along with the twenty bouquets, Bunches is also encouraging people to make a 'smile pledge' promising to do something lovely to create a smile at www.yearofsmiles.co.uk. The website has received hundreds of pledges already which have ranged from getting in touch with old friends, visiting family, making marmalade, smiling to the person next to them on the bus and even a marriage proposal! Ten pledges are also chosen every month to win prizes.

Bunches Managing Director Danielle Turner commented; 'We spent a lovely morning surprising Nottingham's residents with a bouquet of our flowers. Many couldn't believe there were no hidden catches and were really appreciative for an unexpected gift.'

'The feel-good campaign encourages people to spread a little happiness, no matter how large or small the gesture. It has been a great success so far, with positive feedback from those who have taken part and an overwhelming number of pledges received on the Year of Smiles website.'

Year of Smiles was launched in January following numerous letters from Bunches' customers saying how both giving and receiving flowers has helped to create smiles across the U.K. Research has shown that smiling not only feels great, but is also scientifically proven to improve your mood. It can boost your immune system, increase positivity, reduce stress and even make you look younger.

To view a video of the flowers being handed out, visit www.youtube.com/BunchesFlorapost. For further information on the Year of Smiles and to read the pledges, visit www.yearofsmiles.co.uk

-ENDS-





BUNCHES.co.uk

For further press information or hi-res images, 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. 22 years on, Bunches now operates from a purpose built unit in Newstead Village and has successfully delivered over 3 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.