



THE LINDALE INDEPENDENT SCHOOL DISTRICT

EDUCATING EVERY CHILD EVERY DAY

COURTNEY SANGUINETTI
DIRECTOR OF COMMUNICATIONS
Phone: (903) 881-4008 ext. 1015
Fax: (903) 881-4004
sanguinetticd@lisdeagles.net
www.lindaleeagles.org

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THOUSANDS OF PETALS SET TO BRIGHTEN LINDALE

The Lindale Floral Shop will be hitting the streets on October 23rd, handing out flowers to busy commuters to help brighten up their week, as part of the 'Petal it Forward' program, in partnership with the Society of American Florists (SAF). Lindale Floral is joining dozens of florists across the country, and has partnered with the Lindale Independent School District's Floral Design Class for 'Petal It Forward.' This random-acts-of-kindness effort is in response to the release of data by SAF showing the positive emotional benefits of flowers.

University research reveals that flowers have an immediate impact on happiness and a long-term positive effect on moods. Now, a survey has found that, when it comes to flowers, it's just as good to give as it is to receive. With this data in mind, the 'Petal It Forward' team is not only spreading happiness to lucky local residents who receive the flowers, but arming these recipients with the tools they need to 'Petal it Forward' and spread happiness to others: An extra flower bouquet, or flower, to share with a loved one, coworker or even a stranger.

"We see the positive impact day in and day out when we make our flower deliveries," said Jennifer Darr of Lindale Floral. "People love to get flowers 'just because' so we wanted to create random smiles today, and give people a chance to do the same for someone else. Plus, we get to work with and encourage LISD students interested in the floral industry."

A survey by SAF illustrates the impact of flowers. The results reveal the many benefits of flowers, including their positive effects on one's emotions and happiness, and back up previous

research studies on flowers conducted by Rutgers, Harvard and Texas A&M. (See www.aboutflowers.com/research more information on the university studies.)

“The impact of giving or receiving flowers is powerful and memorable,” said Darr. “It can turn an ordinary day into an extraordinary one.”

Darr and the ‘Petal It Forward’ Team will give away flowers to people on the street, in the school car lines, in the school hallways, etc. After receiving their flowers, recipients are asked to spread the happiness by gifting their extra flowers, and sharing their happiness on social media using [#lindalefloral](#) [#petalitforward](#).

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