



MEDIA RELEASE

Mothers' Day, Sunday 13 May 2007

Don't Forget Mum On Sunday!

Flowers are a simple and special way to show your mum you care this Mothers' Day.

Remember how many times she's had to make your bed when you just don't have time, the constant worry you've caused throughout the year, and never agreeing with her when you know she's right? Well now is the time to truly show her how loved she is.

It's been said over and over before; not everyone has a Valentine, but everyone has a mum – this is the reason why more flowers are purchased for Mothers' Day than for Valentines Day.

This year, flower growers and florists will be working overtime to ensure that everyone's mum is made to feel loved with that special bunch, bouquet or bundle of blooms on Mothers' Day, Sunday 13 May.

Retina Hong, Communications Manager for Sydney Markets Limited says "The lead up to Mothers' Day is traditionally the busiest week of the year for the Sydney Flower Market – Australia's largest wholesale fresh cut flower market. The market will be a hive of activity as florists and retailers hand pick flowers ready for the second Sunday in May.

"Because we supply florists across NSW, 6 days a week, we definitely get a feel for what consumers want by the type of flower they purchase", said Retina.

This year the weather has been kind and the quality and array of flowers is impeccable. The chrysanthemums, which now come in hundreds of varieties and colours, are brilliant. To name a few, we have colourful Tulips, vibrant Irises, white Casablanca Lilies, the very popular Dis-Buds, which this year have masses of petals that form a flower the size of a mans fist, and because the quality is so high the life span is a very healthy 10 to 12 days, providing you keep them away from direct sunlight, change the water every few days and remember to remove the leaves from below the water line" said Retina

"Other gifts proving to be very fashionable are the potted Tulip Stems and the very trendy Antheriums. Roses in all sorts of colours, the bright Gerberas and the Tiger and Oriental Lilies have also been in high demand. There are some great buys at the moment, but if you are looking for something unique it's best to order early with your local florist, and for those of you who have a tendency to leave it to the last minute, there will still be plenty of gorgeous blooms available from your local florist" said Retina.

About Sydney Flower Market

The Sydney Flower Market is the key wholesale market for fresh cut flowers in NSW and the largest of its kind in Australia. The Sydney Flower Market supplies florists and is estimated to have an annual turnover in excess of \$100 million, accounting for approximately 75% of the wholesale cut flower trade in NSW.

For more information, photos or to visit the Sydney Flower Market contact:

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