

Teleflora Rejuvenates Mom with Blissful Indulgence this Mother's Day 2014

Celebrate Mothers with Springtime Fresh Floral Bouquets in Exclusive Keepsake Vases paired with Blissful Spa and Beauty Gift Services, Plus a Chance to Win a Luxurious Hawaiian Vacation!

LOS ANGELES (April 14, 2014) – She chauffeured you to all of your soccer practices and piano lessons; she whipped up 350 homemade chocolate cupcakes for every school bake sale; she patiently worked with you until the wee hours of the night to ensure that your papier-mâché volcano actually erupted for the science fair debut. Mom is the goddess of chaos management. She does it all with a smile on her face and love in her heart. Now it's your turn to indulge mom with beautiful blooms and blissful relaxation. Teleflora, the world's leading flower delivery service, today unveiled its new line of exquisite Mother's Day floral bouquets and now is helping shoppers "Deliver Bliss" by combining these fresh artfully-designed bouquets with indulgent spa services for convenient one-stop Mother's Day shopping.

Teleflora has partnered with Spafinder Wellness 365 to create the ultimate 3-in-1 floral gift bundles that will be available for purchase beginning on April 21st, 2014. The gift bundles feature stunning Mother's Day bouquets in lovely collectible containers, plus the option of adding a Spafinder gift card in increments of \$25, \$50 or \$100 so mom can choose from an array of spa services, beauty treatments or other premier wellness offerings available at any Spafinder partner location worldwide. As an added bonus, beginning April 21st through May 11th, online shoppers can enter the "Deliver Bliss" sweepstakes on Teleflora's Facebook page (Facebook.com/teleflora) to win a variety of fabulous prizes including a luxurious trip to Hawaii, Teleflora flowers for one year, Spafinder daily prize giveaways, and Teleflora gift cards.

So deliver some blissful luxury, complement mom's style and remind her just how appreciated she is on her special day with Teleflora's featured Mother's Day 2014 floral bouquets.

New Featured Teleflora Mother's Day 2014 Bouquets launching today on (teleflora.com) include:



Teleflora's Lavender Grace Bouquet
(Available on Teleflora.com for \$89.95)

A tranquil treasure overflowing with the season's freshest flowers features stunning roses, oriental lilies, and chrysanthemums crafted in a lovely hand-blown lavender glass vase. This limited-edition sculpted keepsake vase reflects the 2014 Pantone Color Trend: Radiant Orchid and dazzles with graceful details and elegant proportions that accompanies a range of seasonal and everyday bouquets.

deliver
bliss

The Everything Rosy Gift Set – Exclusively from Teleflora
(Available on Teleflora.com for \$69.95)

A rose is but a rose. Give Mom the ultimate bouquet of luxury with a chic, vintage-style jardiniere filled with lush pink roses and a selection of spa delights, including deluxe body wash, moisturizing hand and body crème and candle, in a fresh citrus rose-scent.



Teleflora's Pink Bliss Bouquet (Available on Teleflora.com for \$57.95)

So Pretty in Pink! Pamper her with a stunning floral arrangement that is delivered in a beautifully detailed hand-blown glass vase in the perfect shade of pink. Hand-cut details add a touch of luxury to any Mother's Day bouquet.



Teleflora's Butterfly Serenity Bouquet (Available on Teleflora.com for \$49.95)

Give her a reason to relax and pour on the charm this Mother's Day with this sweet floral bouquet. Delicate roses and a variety of cushion and daisy spray chrysanthemums are freshly presented in a delightful ceramic mug featuring hand-painted details and an applied ceramic butterfly on the handle.

Teleflora's Enchanted Garden Bouquet (Available on Teleflora.com for \$39.95)

Bring all the springtime magic of an enchanting English garden into the home with this charming, butterfly in bloom floral arrangement. Wrapped in a collage of vintage-inspired botanical artwork, this exclusive glass cube is a perfect complement to a Mother's Day bouquet.



To place an order for a beautifully-arranged floral gift, hand-crafted and delivered by a local florist anywhere in the country, visit www.teleflora.com.

About Teleflora

Teleflora brings together the time-honored tradition of sending flowers with the modern benefits of an advanced florist network. By tapping over 13,000 member florists in North America alone, Teleflora offers the kind of personal touches, artistry and expertise you expect from a trusted neighborhood florist—even if that neighborhood is across the country. No prepackaged flowers in nondescript boxes dropped on your doorstep—Teleflora's network of professional florists create artistic arrangements personally delivered in a vase, often on the same day. And, with the organization's pioneering "Flowers in a Gift" Collection, the recipient gets a keepsake that turns the treasured gesture of a bouquet into a lasting memento. Luxe yet affordable, aspirational yet accessible, Teleflora makes every day an occasion.

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