

FOR IMMEDIATE RELEASE



## MAKE IT A SLAM DUNK WITH TELEFLORA THIS VALENTINE'S DAY

*Teleflora and the NBA Team Up for "Send & Score" Valentine's Day Campaign and Sweepstakes to Win Tickets to the NBA Playoffs*

**LOS ANGELES (January 22, 2014)** – When it comes to Valentine's Day, most men lack a 'Go-to Play' to woo their woman. This year, Teleflora, the world's leading flower delivery service, and the NBA have teamed up to provide the perfect assist to ensure that men around the country avoid a Valentine's Day foul. From now until Valentine's Day, men are encouraged to send their sweetie pie a Teleflora bouquet to stay out of the doghouse and also earn a chance to win tickets to an NBA Playoff game. How's that for a win-win?!

Starting January 27th, purchase one of Teleflora's participating [Valentine's Day bouquets](#) online at [www.teleflora.com](http://www.teleflora.com) to be automatically entered into the game-changing "Send & Score" sweepstakes. One lucky winner will score a grand prize VIP trip for four guests to attend an NBA Playoff game, plus receive [Teleflora flowers](#) for one year. Four runner-up prizes include two tickets to a regular season NBA game and Teleflora blooms for one year. Teleflora will also award hundreds of daily prizes, which includes lots of NBA swag. Game on!

NBA.com will also be featuring Teleflora flowers as the perfect way to score points with your lady love. On January 27<sup>th</sup>, go to [www.nba.com/valentine](http://www.nba.com/valentine) and check out Valentine's Day gift picks made by some NBA greats. The website will also feature a series of video vignettes with NBA Legends talking about their best and worst "plays" on the romance court.

Teleflora's 2014 [Valentine's Day floral collection](#) includes:

### **Teleflora's Heartfelt Bouquet (Available on Teleflora.com for \$69.95)**

Send and score this Valentine's Day! Teleflora's stunning Heartfelt Bouquet pairs fabulously fragrant white lilies with ravishing red roses in a romantic, heart-adorned vase she'll love all year long.



**Teleflora Swirling Beauty Bouquet (Available on Teleflora.com for \$99.95)**

She wins. He scores. She'll feel like the belle of the ball when this dramatic bouquet arrives on Valentine's Day. This luxurious mix of luscious red roses and flirty pink lilies is hand-arranged in a swirling, crimson glass vase she'll display proudly every February.



**Teleflora's Happy Hearts Bouquet (Available on Teleflora.com for \$54.95)**

A top pick for your sweetie pie! Teleflora's exquisite Happy Hearts Bouquet features rich red roses and girly pink blooms in a delicate cut glass bubble bowl etched with shimmering red hearts. Your honey will adore the container as a candy bowl, pen holder or vase long after the flowers are gone!



**Teleflora's Send a Hug® Bear Your Heart Bouquet (Available on Teleflora.com for \$49.95)**

What a sweet treat for all of the ladies in your life! Flowers, cuddles and chocolates make everyone feel good—and sharing them feels even better. The latest addition to the best-selling Send-a-Hug® collection, this un-bear-ably cute gift includes blooms of red roses, chrysanthemums and carnations. Delicious Ghirardelli chocolates and an adorable plush teddy bear add classic Valentine's Day style.



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](http://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. [Follow Teleflora on Facebook.](#)

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