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ProFlowers Celebrates International Day of Happiness by Gifting 10,000 Fresh Flowers to Unsuspecting Passers-By

#GiveHappy campaign aims to create joy through the gift of fresh blooms

SAN DIEGO, March 20, 2017 /PRNewswire/ -- In celebration of International Day of Happiness, online floral gifting brand [ProFlowers®](#) (NASDAQ: FTD) surprised unsuspecting New Yorkers with the gift of 10,000 fresh flowers. Armed with a truckload of lively, colorful roses, ProFlowers took to the streets of the Big Apple on Monday, March 20 to #GiveHappy and create joy throughout the City.



Since 2013, International Day of Happiness - also known as Happiness Day - is celebrated annually on March 20. ProFlowers joined the worldwide festivities by reminding New Yorkers that a small act of kindness, such as the gift of flowers, can make smiles bloom for almost anyone.

Previous research has revealed a link between flowers and a person's happiness. The data shows that fresh flowers make people feel joyful. Fresh flowers not only make their recipient happy, but they also create lasting happiness in the giver too. ProFlowers set out to demonstrate this.

The online flower company illustrated a fast and easy way to inspire and delight others on Happiness Day through the gifting of flowers. ProFlowers' happiness team visited various iconic locations throughout the City and shared flowers, smiles and kindness. To see how the public reacted to the ProFlowers Happiness Day #GiveHappy initiative, visit www.proflowers.com/blog.

"At ProFlowers, we're in the flower gifting business - but more importantly, we're in the business of making people happy. It's what we do, day in and day out," said ProFlowers General Manager, Senior Vice President Laura Szeliga. "We selected the gift of multi-colored roses because they are lively and exciting - the perfect symbol to celebrate Happiness Day. What better way to create happiness than with beautiful, fresh and colorful flowers!"

With the hustle and bustle of everyday life, ProFlowers is encouraging everyone to stop and smell the roses on Happiness Day. Join the global cause of creating a happier world and share joy by tagging @ProFlowers with the #GiveHappy hashtag this International Day of Happiness.

About FTD Companies, Inc.

FTD Companies, Inc. is a premier floral and gifting company. Through our diversified family of brands, we provide floral, specialty foods, gifts and related products to consumers primarily in the United States, Canada, the United Kingdom and the Republic of Ireland. We also provide floral products and services to retail florists and other retail locations throughout these same geographies. FTD has been delivering flowers since 1910 and the highly-recognized FTD® and Interflora® brands

are supported by the iconic Mercury Man logo®, which is displayed in nearly 40,000 floral shops in approximately 150 countries. In addition to FTD and Interflora, our diversified portfolio of brands includes the following trademarks: ProFlowers®, ProPlants®, Shari's Berries®, Personal Creations®, RedEnvelope®, Cherry Moon Farms®, Flying Flowers®, Flowers Direct™, Sesame®, Ink Cards™, Postagram™ and Gifts.com™. FTD Companies, Inc. is headquartered in Downers Grove, Ill. For more information, please visit www.ftdcompanies.com.

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