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FTD® Launches New "Homegrown Collection" of Bouquets Featuring Flowers locally Grown in America

Newest Collection of Artist-Designed, American Grown Floral Arrangements Provide a Thoughtful Gift Experience for any Occasion

DOWNERS GROVE, Ill., July 22, 2016 /PRNewswire/ -- FTD® ([FTD](http://FTD.com)) has a 105-year heritage of delivering innovative floral arrangements to American homes. Today, the iconic floral gifting brand is pleased to introduce its newest offering, the Homegrown Collection. Featuring handcrafted bouquets sourced from local U.S. flower farms, the new collection is available for purchase at FTD.com/Homegrown starting July 21, 2016.



FTD's Morning Glory Bouquet from the New Homegrown Collection

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The Homegrown arrangements are steeped in American tradition and thoughtfully gathered and harvested at local floral farms. The varieties were hand-selected with a designer's eye to capture the unique quality of what can be found growing in American flower fields. Each bouquet is crafted with domestically grown and sourced flowers, gathered up into beautiful, monochromatic bouquets, and infused with a lush assortment of unique foliage.

The floral varieties in the Homegrown Collection include Snapdragons, Sunflowers, Iris, Queen Anne's Lace, Dianthus and Kaveri Lilies. Some of the decorative greens and foliage included in the designs are Rosemary, Dusty Miller and Scabiosa Pods, all of which add to the unique and earthy qualities of the collection. The featured arrangements include:

- | Morning Glory – with Lisianthus, Iris, Scabiosa Pods, Queen Anne's Lace, Dusty Miller and Eucalyptus
- | Fresh Fields – with Gerbera Daisies, Snapdragons, Ornamental Kale, Queen Anne's Lace, Dusty Miller and Myrtle
- | America's Sweetheart – with Sorbonne Lilies, Gerbera Daisies, Snapdragons, Rosemary and Myrtle
- | Summer Breeze – with Sunflowers, Yarrow, Queen Anne's Lace and Eucalyptus
- | Garden Bright – with Kaveri Lilies, Dianthus, Snapdragons, Trachelium and Salal
- | Sunset Kiss – with Pincushion Protea, Calla Lilies, Snapdragons and Salal

"The FTD Homegrown Collection puts a spotlight on the rich history of American growers who have been supplying our brand with bright, beautiful flowers for more than a century," said FTD Lead Florist Andrea Ancel and collection designer. "Our goal with this collection is to take simple bouquets and transform them into a perfect bundle of American heritage that looks good in any household. We're also very proud that every flower in these designs was hand-selected from local U.S. growers to represent the beautiful varieties that can be found growing in flower fields across the country."

With prices starting at \$39.99, bouquets from the Homegrown Collection by FTD can be found at [FTD.com/Homegrown](https://www.ftd.com/Homegrown).

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 approximately 40,000 floral shops in nearly 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®, Flying Flowers®, Flowers Direct™, 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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