



Paul Danehy Jr. loads up a Currans Flowers van to deliver 1,000 gerbera daisies to Daily Harvest Cafe at 103 High St. Over the next 90 minutes, the daisies were given away free to cafe customers.

CURRANS FLOWERS

# Flower power

## Danvers florist ‘petals it forward’ with double daisy donations

Who doesn't love the feeling of excitement that comes with seeing a flower delivery and then finding out the arrangement is for you?

Hundreds of local people had the chance to experience that joy and give to another through the "Petals It Forward" program with Currans Flowers of 15 Park St. in Danvers.

The "Petals It Forward" movement was launched nationally by the Society of American Florists, according to Currans manager Paul Danehy Jr.

The society encourages florists to give away two bouquets of flowers that day — one to a recipient and another for that person to give away to a friend, family member, co-worker or even a complete stranger.

Danehy says that the whole idea is "getting flowers into the hands of people who wouldn't necessarily get them."

"There was a whole study behind it," he says.

So on one fall morning, Larry Slaven, a longtime Currans worker, delivered 1,000 gerbera daisies to Daily Harvest Cafe at 103 High St.

Over the next 90 minutes, the daisies

By JILL HARMACINSKI

were given away free to Daily Harvest Cafe customers.

"A card came with it explaining what to do," Danehy explains.

The project was backed by a scientific survey by the floral society that revealed the true impact of flower power:

- ▶ **Some 88 percent** of Americans reported that giving flowers makes them feel happy, while 80 percent reported receiving flowers makes them happy.

- ▶ **More than three-quarters** of Americans agree that having flowers in their home or office improves their mood.

- ▶ **A high percentage** of both men and women surveyed said receiving flowers "just because" is the best reason to get flowers.

- ▶ **Four in 10 Americans** said that florists have helped them in a past or current relationship, most frequently to say "I love you" or schedule a surprise delivery.

"Research shows that receiving flowers makes us happy and that giving flowers makes us even happier," says Jennifer Sparks, vice president of marketing for the Society of American Florists.

"The floral industry wants to share positivity and kindness toward others, and to give people the chance to do that for



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someone else," Sparks says.

Danehy says he was happy to share the daisies with Daily Harvest Cafe, another locally owned and operated business.

But he notes that the flowers went fast that morning. "Next year, I'm going to have way, way more," he says. ▲



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