



FTD and POPSUGAR to Host #PetalsForProgress Flower Market in Celebration of International Women's Day on March 8

March 7, 2018

FTD will give away 10,000 bouquets in New York City during a breathtaking, floral wonderland event

NEW YORK, March 7, 2018 /PRNewswire/ -- As one of the world's largest floral companies, FTD Companies, Inc. (Nasdaq: FTD) through its FTD® brand, is partnering with POPSUGAR, a global lifestyle media company, to activate a one-day event that showcases the power of the flower to recognize and celebrate women during International Women's Day and beyond. FTD will hand out 10,000 bouquets for attendees to take for themselves or gift to a woman in their life who they admire.

FTD, the world's largest floral company, is hosting the #PetalsForProgress Flower Market floral pop-up event in partnership with POPSUGAR, the global lifestyle media company.

Taking place on March 8 at 34 Little W. 12th St. from 1 p.m. to 6 p.m. EST, the event features a breathtaking floral wonderland complete with 15,000 fresh flowers used to create gorgeous walls of flowers, a floral-covered garden swing, carts filled with colorful blossoms, and a bouquet bar. Guests will enjoy shareworthy photo opportunities set against these displays throughout the space.

FTD's Lead Floral Designer Andrea Ancel will lead live floral-arrangement demonstrations to teach attendees about the artistic craft of bouquet design. Guests can also enjoy delicious gourmet-dipped strawberries compliments of Shari's Berries®. In addition, Dana Avidan Cohn, executive style director of POPSUGAR, will take part in the event and share her commitment to progressing female empowerment.

"Flowers have a longstanding history of playing a pivotal role in celebratory moments, special acknowledgments, and making connections more meaningful," said FTD Senior Vice President and General Manager Rob Van Auken. "We are excited to celebrate women and honor them during International Women's Day through the gift of flowers, which are a symbol of beauty and an icon of strength."

International Women's Day honors women's achievements and celebrates acts of courage and determination by ordinary women who have played an extraordinary role in the history of their countries and communities. It was first observed in the early 1900s and is now an international day that is celebrated by the United Nations.

In recognition of this momentous day of celebration, FTD is proud to partner with the Women's Economic Empowerment (WEE) Global Live project, led by Roxana Damas, a global Champion for Change for the United Nations Empower Women platform. As part of this partnership, FTD is donating flowers to women across the country for various WEE events and conducting a live broadcast from the [WEE Facebook page](#) at 11:30 a.m. EST from the #PetalsForProgress Flower Market event.

Attendees are encouraged to share their experience on social media with #PetalsForProgress and #FTDxPS. Those not located in the New York area can also join in on social media with @FTDFlowers and visit www.FTD.com/popsugar to take part in the action and gift a bouquet to a special woman whom they would like to acknowledge.

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 and the United Kingdom. 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 35,000 floral shops in over 125 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®, 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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Amy Toosley, atoosley@ftdi.com, 630-512-7805