



April 27, 2016

## ProFlowers Launches All Across Africa Collection for Mother's Day

### Beautiful Collection features Exclusive Vases Handmade by African Artisans

**SAN DIEGO (April 27, 2016)** – Leading online floral gifting brand, [ProFlowers®](#), announces a curated All Across Africa collection of exclusive vases handmade by women artisans in Rwanda. Available now at [ProFlowers.com/AllAcrossAfrica](#), the purchase of each stunning, organic, one-of-a-kind vase helps improve the lives of these artisan African women and their families.

In partnership with [All Across Africa](#), a fair trade company that empowers communities by providing employment, the ProFlowers All Across Africa collection features a variety of beautiful, bright Mother's Day fresh flowers and plants shipped direct from the farm. The vases and planters are handmade with 100 percent organic, locally sourced natural sisal, sweet grass and organic dyes. Each carries a special meaning in its pattern – friendship, hope or unity. The collection also includes handmade African baskets, makeup bags, earrings and coasters.

The new partnership aligns with ProFlowers and its parent company FTD's mission of giving back and supporting communities. More than 80 percent of the purchase price of the vase goes directly to the artisans and their local communities, creating fair wage jobs, new income opportunities and building local businesses and artisan skill sets. A gift from the ProFlowers All Across Africa collection sends a message that mom will remember long after Mother's Day is over.

One ProFlowers All Across Africa vase provides:

- | A child with the opportunity to attend school for two months
- | Clothing and shoes for two children
- | Healthcare for an entire year for two people

The ProFlowers All Across Africa collection will provide:

- | Three thousand+ children with school fees for a year, a pair of shoes, uniform and school supplies
- | Healthcare for 18,000+ people

“At ProFlowers, we believe in connecting people through the act of giving hope, whether it's to mom's home or across the globe. It's in this spirit of uniting us through giving that we formed a partnership with All Across Africa,” said ProFlowers General Manager and Senior Vice President Laura Szeliga. “When you give the gift of a ProFlowers All Across Africa bouquet, you're giving so much more than a gift to a loved one. You're a part of the transformative power of giving, one that mom will appreciate in knowing that the gift gives back to other mothers across the world.”

ProFlowers' expertly curated collections and seven-day freshness guarantee give customers the confidence in knowing that a gift from ProFlowers.com will make an impact that lasts long after delivery.

“ProFlowers' exclusive All Across Africa collection is helping transform the lives of mothers across the globe. In our eyes, it is bridging countries, economic lines and connecting hearts and homes. This unique collection makes a global statement that all of us are willing to invest in. It's a testimonial that we all care about the world and the people in it,” said All Across Africa Chief Operating Officer Alicia Wallace.

#### 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](http://www.ftdcompanies.com).

### **About All Across Africa**

All Across Africa employs over 3,000 artisans in Rwanda, Burundi and Uganda, creating access to education and crafting cooperatives, which ensures their ability to earn an honest living for themselves and their families. All Across Africa connects the world to authentic, handmade creations of superior quality, made by African artisans. All Across Africa doesn't just give back, they give more. Rather than artisans receiving a percentage of sales or a handout, All Across Africa pays their artisans up front (at many times more what the products could be sold for in a local market) creating sustainable, living income for them. Thanks to All Across Africa's business model, these artisans can now feed their families, send their children to school and create savings accounts (something that is unheard of in this part of the world). This model creates long-term opportunities rather than a short term band aid fix to the poverty issue. All Across Africa is a member of the Fair-Trade Federation. Fair trade is the attitude, the practice and the mantra by which they work to help and support rural producers.