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## Celebrate The Journey Of Romance With FTD's "The Longest Ride" Bouquet

### Bouquet Inspired by Nicholas Sparks' movie, "The Longest Ride," Celebrates Enduring Love

DOWNERS GROVE, Ill., April 7, 2015 /PRNewswire/ -- [FTD®](#), a leading online retailer of flowers and gifts, has partnered with 20<sup>th</sup> Century Fox's THE LONGEST RIDE to offer a unique bouquet inspired by the film adaptation of the best-selling book by author Nicholas Sparks. "The Longest Ride Bouquet" is now available at [FTD.com](#).



"The Longest Ride" inspired bouquet delivers the casual elegance of the movie setting with a Mason jar vase filled with bright orange sunflowers and spray roses, highlighted by deep purple statice and sunny solidago. The bright bouquet celebrates the wildflower-covered hills of the North Carolina countryside where the movie takes place. Here, the star-crossed lovers Luke and Sophia fall in love while making an unexpected connection with Ira, whose decades-long romance with his beloved wife inspire the young couple to endure through their journey of love. The high-quality flowers from FTD ensure that recipients can relive their own love journey through the beautiful bouquet.

"For more than 100 years, FTD has helped people celebrate memorable moments and incredible journeys of love. We're pleased we can offer another bouquet to help encourage those feelings of enduring romance. Fans of the film can send this colorful bouquet picked fresh from the farms to relive the love and romance created by the movie as they celebrate their own," said FTD Senior Vice President of Merchandising and Marketing Lincoln Rodman.

"We're excited to be working with FTD on this program. The film inspired bouquet is fantastic and allows fans to take a piece of the movie home with them," said Zachary Eller, Senior Vice President, Marketing Partnerships, 20<sup>th</sup> Century Fox.

The beautiful garden bouquet is also available as a petite duo or with yellow sunflower blooms. The entire collection is available at [FTD.com/movie](#).

The motion picture THE LONGEST RIDE arrives in theaters everywhere April 10. It stars Britt Robertson, Scott Eastwood, Jack

Huston, Oona Chaplin, and Alan Alda.

#### **About FTD Companies, Inc.**

FTD Companies, Inc. is a premier floral and gifting company. Through our diversified family of brands, we provide floral and gift 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, Cherry Moon Farms, Flying Flowers, Flowers Direct, Drake Algar, Sincerely and [Gifts.com](http://Gifts.com). FTD Companies, Inc. is headquartered in Downers Grove, IL. For more information, please visit [www.ftdcompanies.com](http://www.ftdcompanies.com).

#### **About THE LONGEST RIDE**

Based on the bestselling novel by master storyteller Nicholas Sparks, THE LONGEST RIDE centers on the star-crossed love affair between Luke, a former champion bull rider looking to make a comeback, and Sophia, a college student who is about to embark upon her dream job in New York City's art world. As conflicting paths and ideals test their relationship, Sophia and Luke make an unexpected connection with Ira, whose memories of his own decades-long romance with his beloved wife deeply inspire the young couple. Spanning generations and two intertwining love stories, THE LONGEST RIDE explores the challenges and infinite rewards of enduring love.

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