



## **Memorial Day Flowers Initiative Expands**

Once again, CalFlowers was a platinum sponsor for this year's Memorial Day Flowers initiative, supporting an expanding effort to honor the sacrifices made by America's military men and women.

The initiative began in 2011, after U.S. citizens working in the flower industry formed the Memorial Day Flowers Foundation, (MDFF). That year, the Foundation placed 10,000 roses at Arlington National Cemetery on Memorial Day.

This year, the Foundation organized the headstone placement of 210,000 flowers at Arlington and 250,000 stems at 41 other U.S. cemeteries. In addition, 130 retailers gave roses to their communities to honor those who have served.

CalFlowers was also the event organizer at the San Francisco and Miramar National Cemeteries this year.

At San Francisco National Cemetery, Mt. Eden supplied logistic support, and Recology sponsored the placement of 26,404 flowers—every headstone at SFNC—organizing 200 volunteers. LinkedIn, Google and Cisco also sent volunteers.

At Miramar National Cemetery in San Diego, CalFlowers coordinated 300 volunteers—including several from Wells Fargo and Hyatt Hotels; 200 girl and boy scouts—in laying the flowers and clean up efforts. Scouts received patches and service hours for their work.

The following sponsors donated more than 13,500 flowers: Above All Flowers, LLC, Dramm & Echter, Sunrise Flowers, Green Valley Flowers Wholesale, and Florexp. Three congressmen attended, and two news crews—KUSI and NBC—covered the event.

“As Miramar is currently interring heroes from recent conflicts, we were moved by the tributes brought by families and friends—photos, letters, and other special objects,” says Mike Mooney, board member for CalFlowers. “It was especially gratifying to see that the flowers we placed were often incorporated into these tributes.”

“We see the impact that placing a flower makes on an individual, says Michael LoBue, CEO for CalFlowers. “That gesture provides a unique opportunity for an individual to reflect, respect and pay tribute to someone who helped make the life they know possible,” says LoBue. “We plan to build on this growing interest to revive a tradition begun during the Civil War of placing flowers on the graves of our soldiers to remember and honor their sacrifice.”

Participating cemeteries in 2018 included:

- Arlington National Cemetery (Virginia)
- Beaufort National Cemetery (South Carolina)
- Central Maine Veterans Cemetery
- Fort Custer National Cemetery (Michigan)
- Fort Snelling National Cemetery (Minnesota)
- Houston National Cemetery (Texas)
- Jacksonville National Cemetery (Florida)
- Lancaster Cemetery (Pennsylvania)
- Long Island National Cemetery (New York)
- Miramar National Cemetery (California)
- National Memorial Cemetery of Arizona
- New Hampshire State Veterans Cemetery
- Rhode Island Veterans Memorial Cemetery
- Sacramento Valley National Cemetery (California)
- San Francisco National Cemetery (California)
- South Florida National Cemetery
- Washington Crossing National Cemetery (Pennsylvania)

More information is available at [www.memorialdayflowers.org](http://www.memorialdayflowers.org),