



3190 Airport Loop Dr., Bldg. K, Costa Mesa, CA 92626 | 714.557.7100 | fax: 714.557.7110 | intgmktg.com

FOR IMMEDIATE RELEASE

Contact: Peter Bretschger 714-557-7100
pbretschger@intgmktg.com

New Website Delivers 24/7 Access To The Original L.A. Flower Market's Vast Offerings & Vendors

LOS ANGELES, Calif. (June 20, 2011) – The Original Los Angeles Flower Market is a treat for the senses and a trusted, money-saving resource for discerning floral industry professionals—as well as the public—throughout Southern California. And now, thanks to the organization's new website (www.laflowermarket.com), its impressive portfolio of fresh-cut floral offerings, floral accessories, ordering resources and member/vendors are readily accessible on a 24/7 basis.

A New Gateway To The World's Finest & Freshest

Located in the heart of the Los Angeles Flower District, The Original Los Angeles Flower Market is an expansive, indoor floral marketplace. Brilliantly displayed within the walls of its massive, 50,000 sq. ft., solar-powered complex, visitors consistently find the world's finest and freshest floral offerings. In fact, virtually every in-season, commercially sold variety of cut flower is available from growers all over the globe. Plus more locally-grown flowers than any other single source in the area.

What this dynamic new website provides is a user-friendly gateway to the vast floral inventories, floral accessories and expertise offered by the 50+ independent member/vendors of The Original Los Angeles Flower Market. In addition to providing timely product and pricing information, the website's versatile design also allows visitors to order online, as well as submit questions and/or comments.

An Iconic Link To L.A.'s Past, Present & Future

Founded in 1921, and incorporated as The American Florists' Exchange, Ltd., The Original Los Angeles Flower Market currently encompasses an expansive five-acre area within the heart of the world-famous Los Angeles Flower *District*. Equally important, its recently renovated, 55,000 sq. ft., solar-powered main building, plus dozens of surrounding spaces and facilities leased by its member/vendors, play a key role in the economic revitalization of historic downtown L.A.

The Los Angeles Flower *District* includes The Original Los Angeles Flower Market, The Southern California Flower Market, plus approximately 200 adjacent wholesale and retail floral businesses, shops, malls and marts within the surrounding six-block area. Established nearly 100 years ago, the Los Angeles Flower District has grown to become the single largest, most successful wholesale floral district in the U.S.

#