



MEDIA ADVISORY

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**ROYER'S FLOWERS OFFERS GLIMPSE INTO MOTHER'S DAY
PREPARATION AT CENTRAL DESIGN IN LEBANON**
Interview and B-roll available

LEBANON, Pa. (May 7, 2024) – Between its central design department in Lebanon and 16 stores in seven area counties, Royer's Flowers & Gifts will craft some 20,000 fresh arrangements for this Mother's Day.

That number doesn't include annuals, patio pots and hanging baskets, which the florist also offers for Sunday's holiday.

Media resources, including a story package; interview with Geoff Royer, vice president of production and product development; and B-roll shot inside central design, are available at: <https://www.royers.com/media>

In his interview, Royer noted (:40) that mixed flowers, often in pinks and lavenders, remain the most popular.

Most of the flowers are grown in South America (1:04). They are flown to Miami and trucked from there to Lebanon, always in refrigeration.

"The longer we can keep it in what we call the cold chain, the better," he said. "That's what helps our product last longer than anybody else's, really."

If Christmas represents the biggest month and Valentine's Day the biggest single day for Royer's, then Mother's Day is the biggest week (2:24), often coinciding with graduations and proms.

"Mother's Day is definitely a busy one in the spring because of all the other things going on aside from Mother's Day," Royer said.

It's a poignant holiday for the company, which Hannah "Mom" Royer (3:10) founded in 1937, starting with African violets she grew on her windowsill in Lebanon.

Based in Lebanon, Royer's (royers.com) has 15 Royer's stores in Berks, Cumberland, Dauphin, Franklin, Lancaster, Lebanon and York counties. Sister company Stephenson's Flowers & Gifts (stephensonsflowers.com) has one store in Harrisburg.

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