



**MEDIA ADVISORY**

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**ROYER'S FLOWERS OFFERS A LOOK INTO THE HEART  
OF ITS VALENTINE'S DAY OPERATION IN LEBANON**

*Interview and B-roll available*

LEBANON, Pa. (Feb. 9, 2024) – Love is in the air as family-owned Royer's Flowers & Gifts prepares for its biggest day of the year, Valentine's Day.

The heart of the operation is Royer's central design department in Lebanon, which supports 16 stores in seven counties.

An 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>

At the :34 mark, Royer said central design will produce 10,000 arrangements for Valentine's Day, while stores will contribute another 9,000.

Preparation for the holiday (1:52) begins soon after the previous Valentine's Day, including a review of what sold well and what didn't. New arrangements are created and photographed in August and flowers are ordered by Christmas.

Royer's works directly with growers in South America (3:09) to ensure the freshest product. At 4:38, Royer described the extra staffing required for the busy holiday. He said it's best to order early (5:05), with Royer's offering a coupon for a free dozen roses in March for orders placed by Feb. 13.

B-roll commences at 7:15.

Based in Lebanon, Royer's ([royers.com](http://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](http://stephensonsflowers.com)) has one store in Harrisburg. ###