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# PRESS RELEASE

## Mayesh Wholesale Florist Announces 2<sup>nd</sup> Annual National Event

**Los Angeles, December 8, 2011:** In celebration of “The Art of Flowers” and floral artisans across the country, Mayesh Wholesale Florist is hosting its second annual National Open House and Design Contest. During business hours on January 18, 2012, Mayesh will welcome customers and guests into all 15 locations for the open house and kick off its coast to coast design contest.

The centerpiece of the national event will be the design contest, which will focus on using flowers as art. The contest is open to all current Mayesh customers. Free registration for the first 300 entries begins December 9<sup>th</sup> and continues until December 28<sup>th</sup>. Contestants may choose between two different contest boxes containing different combinations of flowers and are encouraged to push the design envelope.

On January 18, 2012 Mayesh Open House guests and customers will crown a local winner at each location by popular vote. Each local winner will score Alicia Schwede’s debut book, “Bella Bouquets” and move on to compete nationally with a grand prize that includes full registration to the 2012 AIFD National Symposium plus the flight to Miami and hotel stay. The 2<sup>nd</sup> prize is an iPad 2 and the 3<sup>rd</sup> Prize winner will take home a 1 year subscription to Fusion Flowers Magazine and a \$200 Mayesh Wholesale gift certificate.

National public voting will take place from January 20 through the 25<sup>th</sup>. Mayesh Wholesale Florist will announce its National Design Contest Winner on January 27, 2011. Check back at [www.mayesh.com](http://www.mayesh.com) to vote and view the winner.

Join the artistic fun and get the full Open House & Design Contest details, terms & conditions at: <http://www.mayesh.com/2012Contest.aspx> .