



Murphy's Memories

Murphy's Memories
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PRESS RELEASE

FOR IMMEDIATE RELEASE

Wednesday March 21, 2012

“REVELATION” for Florists

A fresh, innovative floral design concept, which can be used to celebrate a joyous special occasion or pay tribute to a lifetime.

POUGHKEEPSIE, NY — **Murphy's Memories** announced today that it will begin to transform the florist industry by personalizing floral arrangements with easy to use floral kit/molds for just about any occasion. This breakthrough will allow local florists to do what they do best – provide their local customers fresh floral arrangements on-time, while providing the ultimate customer experience for any occasion.

My idea will reinvigorate the florists who have been doing the same thing for many years. I want to see every local florist grow and deliver high value and even higher quality with Murphy's Memories custom floral kits. They will be able to offer truly unique, floral arrangements in fun molds for their customers. For our local businesses partners who are already onboard say, “It's a reinvented floral arrangement for more memorable impact.”

You might ask why? After my dad passed away three years ago, although it was a very sad time in my life, this is when and where the concept of **Murphy's Memories** started to come together.

Here's my last gift to my dad: The day after my dad passed, I was sitting at his dining room table with my sister and sister-in-law and they said, we needed to order flowers. My father just loved his truck and was very passionate about the vehicle he drove. So, I wanted to purchase a floral arrangement that represented his truck in flowers. The two local florists I visited said, “you can't do that.” The first thing my dad ever taught me in life was, “you can do anything in life if you put your mind to it.” I've lived by those words my entire life, and left the florist shop on a mission.

Taking the “t” out of can't for my dad: A few hours later, I had built the basic shape of a truck out of wet floral foam and assembled the wheels. It was all coming together. The next day, I ordered three hundred carnations in Maroon and White. I needed a few more items to make the truck look like my dad's, so off to the local hardware store I went. That night the truck received its fuel tank, bumpers, headlights, chrome stack, valves and hoses. The last detail was the personalized license plate with his name.





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Bringing it all to life: Three and a half hours later, his truck was a work of art. It made my whole family very proud that I was able to give one last gift to my dad that would symbolize his pride and joy, and his faith in me for the rest of my life.

And now I'm bringing this wonderful gift to the world, and help others commemorate their loved ones, or celebrate life's special occasions!



About Murphy's Memories:

Murphy's Memories is the leading customized floral mold company in the USA. It's a family owned and operated business. **We've** taken out the guess work, and made it easy for florists to assemble beautiful flower arrangements in any shape, for any occasion. These floral kit arrangements can also be used for birthdays, any special occasion, and for all of the holidays. Florists can order through my web site or by phone.

For more pictures go to WWW.MakeItWithFlowers.com

For media inquiries, please contact:

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