

FOR IMMEDIATE RELEASE – Feb 26

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Female Florists Unite To Support Women's Day in Chicago

**Floral Wholesaler (Kennicott Brothers) Rallies Customers
for March 8th Event**

March 8, 2016 is International Women's Day, a date reserved to celebrate the social, economic, cultural and political achievements of women. In the windy-city, it will also mark the first time that more than 20 women-owned Chicago floral design companies pool their talents for one event: The **International Women's Day Fair & Luncheon** sponsored by the *International Trade Club of Chicago*, *WorldChicago*, and the *Union League Club of Chicago*, this annual event has helped raise awareness of Women's Day since 2002.

Many are surprised to hear that Women's Day has been officially observed since as far back as 1908. In fact, more than two dozen countries recognize Women's Day on March 8th every year. Around the world, many people give flowers to the women in their lives (including family, friends, colleagues and loved ones) in recognition of Women's Day. In the United States, the popularity of this date as a floral holiday is growing.

Kennicott Brothers, the Midwest's largest wholesale floral distributor, has also historically sought to raise awareness of Women's Day through flowers. This year, in Chicago, Kennicott aims to plug their customers *directly* into the action.

"We reached out to our talented, female customers and asked if they would be willing to design floral centerpieces for this event," said Dan Andrews, Kennicott's Fresh Flower Manager in Chicago, "and the response was overwhelming. Attendees will be treated to 24 different design styles created locally by some of the finest floral artists in Chicago."

The event's floral connection continues well past the vase, however. Katie Kennicott (VP, Board of Directors) has also been added as the event's cultural speaker, addressing how floral demand in the U.S. helps provide opportunities for women in South America (where a large percentage of the world's cut-flower supply is grown). She, along with the 24 floral centerpieces, will be featured among the many participating exhibitors and presenters, including 2016 Keynote Speaker Sheila Watt-Cloutier (noted environmentalist, author and Nobel Peace Prize nominee).

The International Women's Day Fair & Luncheon begins at 10:30 am on March 8th at the Union League Club of Chicago, 65 W Jackson Blvd, Chicago, IL 60604. Tickets and more information are available at www.chicagowomensday.org.

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Media interested in covering the event or interviewing partners, sponsors or speakers, please contact event coordinator ajennings@chicagowomensday.org or call 312-254-1800 x103 to arrange an interview or to obtain a free press badge.

Participating Chicago Florists *(click for weblink)*

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