

Please Promote

We appreciate your inviting other groups and spreading the word about the **Sending Flowers to America** historical photo-story presentation about our area!

1. Formally invite your local historical society, library, city officials and Chamber of Commerce leaders who may have an interest in local history.*
2. Send announcements of the meeting to local and metropolitan newspapers. We offer a customizable press release at <https://www.flowermarkethistory.com/asp/speakers.asp>
3. List the event on Internet calendars such as those provided free by area radio stations.
4. Post your promotional flier (or ours) on bulletin boards. Download a flier at <https://www.flowermarkethistory.com/asp/speakers.asp>
5. Include the event listing in your regular newsletter.
6. If people from your city are featured in the **Sending Flowers to America** book, be sure you mention them in your promotional materials. (Journalists love a “local connection.”)*
7. Get this important regional history onto the shelves of local libraries, including college and university libraries and history departments. (Ask a civic organization to donate copies!)

Sending Flowers to America covers more than 150 years of the history of the Los Angeles area, focusing on the building of the California flower industry that supplied the entire nation with its flowers until the arrival of imports in the 1960s. This era, and the contributions of the thousands of immigrants who grew the area’s floral industry, have been mostly overlooked in other histories of the area. It’s important that we get the word out and get the book into our libraries.

* Chances are, this presentation shares places and names familiar to your constituents. It’s very “localized.” So be sure to invite area groups and lovers of history and spread the word.

For more information, photos, a promotional flier and sample media release, see www.FlowerMarketHistory.com.