On Oct 7, Kennicott Chicago worked with local retail customers Ashland Addison Florist Company, City Scents Floral & Home, and Bunches (A Flower Shop) to surprise random people with TWO free flower bouquets: One to keep, and another for them to give away to another stranger of their choosing. It was all part of SAF’s nationwide #PetalItForward campaign for 2015, the intent of which was to boost awareness of the positive effects flowers have on people. The hashtag #PetalItForward started going viral in New York, and is still going in Chicago (over 1000 Facebook posts have been tagged)!

Our vendor partners The Queens Flowers (Miami, FL) and Sun Valley Floral Farms (Arcata, CA) donated over 1400 mixed-stem bouquets for Kennicott and our customers for this event. Kennicott provided marketing support, and covered freight for the shipments. Colleague-volunteers handed out Cubs-logoed bouquets all over Chicagoland, including throughout Wrigleyville during happy-hour. Local TV news media had been alerted in advance, and was live-broadcasting Kennicott throughout the day to promote #PetalItForward. The good vibes may have hit their mark, as the Cubs won that evening’s historic wild-card game - clinching their inclusion in the World Series! Many thanks to everyone involved, particularly the Chicago Fresh & Supply teams for their help prepping the bouquets. The MVP award goes to Katie Kennicott, who tirelessly handled logistics throughout the day (ensuring a “home-run” execution of the plan).