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# PRESS RELEASE

## Mayesh Wholesale Announces 1<sup>st</sup> Floral Design Inspirational eBook

Mayesh Wholesale Florist had over 240 contest entries submitted to its first ever National Design Contest. While the company crowned three floral design winners by popular vote, it wanted to recognize all of the designs. That is when Mayesh decided to create an eBook titled "Valentine's Day Design Inspirations".

**Los Angeles, January 26, 2011:** Mayesh Wholesale Florist had over 240 contest entries submitted to its first ever National Design Contest. While the company crowned three winners by popular vote - Brandon Sittler from Flowerville of Cleveland took 1<sup>st</sup> place; Andrea Fitzpatrick from Corona Del Mar Florist of Orange County took 2<sup>nd</sup> place; Lori Vanderhoof from MGM Resorts Events of Las Vegas took 3<sup>rd</sup> - Mayesh wanted to recognize all of the designs. That is when Mayesh decided to create an eBook.

The company's first eBook titled "Valentine's Day Design Inspirations" is chock full of floral designs. From simple and sweet to a little bit naughty, the 134 page eBook contains 129 pages of beautiful designs featuring great Valentine's Day flowers. After perusing a few pages, one might realize that a certain popular Valentine's Day flower is missing.

The red rose was purposefully missing from the flowers that designers were able to choose from for the competition. "We wanted to focus on products that are just as beautiful and deserve the same amount of love as the red rose," said Cindie Boer, Mayesh's COO. The red rose tends to be much more expensive during the Valentine's Day holiday, so Mayesh highlighted other flowers like colored roses, orchids, tulips, and gerbera daisies.

The flower choices and array of floral design ideas do not disappoint. One will find traditional flower arrangements, but some are the extreme opposite. Flip through the pages of the eBook to see an owl made of flowers, a design created using cinder blocks, fresh floral clothes - namely a dress, shoes, and a tie - and much more. Mayesh's eBook can be found at <http://www.mayesh.com/Media.aspx>.