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**SEASONAL, LOCAL AND SUSTAINABLE FLOWERS ARE IN -- AND THEY SMELL WONDERFUL**

**Pittsburgh, PA** (April 2012) -- *The 50 Mile Bouquet: Seasonal, Local and Sustainable Flowers* (St. Lynn’s Press, April 2012) is the first book to spotlight the "slow flower" movement -- the dramatic transformation in how cut flowers are grown, designed and used. With documentary-feature reporting and breathtaking color photography, this visually elegant book takes us into the fields and studios to meet the dedicated farmers and designers at the forefront of this cultural shift.

*The 50 Mile Bouquet* is a storytelling project created by Debra Prinzing, a contributing garden editor to *Better Homes & Gardens*, and Seattle photojournalist David Perry. The creative team spent three years traveling the country to photograph, film and interview flower farmers and the talented floral, wedding and event designers who use the luscious ingredients they grow. The book closely mirrors the *locavore* and Slow Food revolution in the culinary world.

“We are drawn to the people – growers and designers – who are actively participating in the local, seasonal and sustainable movement,” Prinzing explains. “There are many parallels between what has taken place in the Slow Food community over the past two decades and what is beginning to occur in the flower world. Just as a diner asks the chef ‘is this a wild-catch or farmed salmon?’ we are beginning to witness flower consumers wanting to know ‘where was this flower grown – and how?’ and ‘who grew it?’”

*The 50 Mile Bouquet* features profiles and practices of domestic flower farmers who are thriving in spite of foreign competition, which accounts for nearly 80 percent of cut flowers sold in the U.S. Their interviews with studio floral designers and retail flower shop owners focus on their creative and sustainable practices, including how eco-couture designers source local and sustainably-grown ingredients and educate their customers about what it means to enjoy flowers “in the season.”

“We are continually impressed with the many ways florists around the country are changing how flowers are designed and sold,” Prinzing continues. “When customers are aware of the options of ‘going green,’ such as sourcing only locally-grown flowers for a wedding bouquet or special occasion, they intentionally select designers who provide those services.”

“The stories of cut flower farmers who market their local and seasonal crops to the floral design trade paired with designers who embrace a “local” business model is inspiring,” photographer Perry says. “The Field-to-Vase relationship between growers and floral designers is rapidly growing – and we love discovering that connection.”

**Book Specs:**

*The 50 Mile Bouquet: Seasonal, Local and Sustainable Flowers*

ISBN-13: 978-0-9832726-4-9

$17.95 US/$19.95 CAN

Hardback, 144 pages

**About the Author:**

*Debra Prinzing* is a Seattle- and Los Angeles-based outdoor living expert who writes and lectures on gardens and home design. She has a background in textiles, journalism, landscape

design and horticulture. A frequent speaker for botanical garden, horticultural society and flower show audiences, Debra is also a regular radio and television guest. Her five books include Garden Writers Association Gold Award-winning *Stylish Sheds and Elegant Hideaways* (Clarkson-Potter/Random House, 2008) and *The Abundant Garden* (Thomas Nelson Press, 2005).

Debra is a contributing garden editor for *Better Homes & Gardens* and her feature stories on architecture and design appear regularly in the Home section of the *Los Angeles Times.* She also contributes to *Country Gardens, Garden Design, Organic Gardening, Horticulture, Fine Gardening, Cottages & Bungalows, Metropolitan Home, Landscape Architecture, Sunset, Alaska Airlines Magazine, Old House Interiors, flower* magazine, *Romantic Homes,* and others. Debra serves as president of the Garden Writers Association and was a co-founder of GreatGardenSpeakers.com. Learn more about Debra at: www.debraprinzing.com.

**About the Photographer:**

*David E. Perry* began exploring the world and telling stories with cameras on the day his father gave him a vintage Certo Dollina rangefinder and several rolls of film. It was his twelfth birthday. For much longer than that, he has actively sought reasons to have his hands buried in the dirt and his nose buried in bunches of flowers. In this book, he has found a way to combine those

two great loves within one project.

To see other examples of his extensive photographic work or view his lecture and workshop

topics, visit his web site at www.davidperryphoto.com. To follow along as he continues exploring

the world of flowers and gardens through essays and pictures, you are invited to subscribe to

his blog, A Photographer’s Garden, at http://davidperryphoto.com/blog. You can also follow

him on Twitter at @DavidPerryPhoto.