

A Love Affair With Roses

(NAPS)—Roses have symbolized love, friendship and beauty across cultures throughout time. It was not until the 1940s, however, that roses became so closely associated with Valentine's Day. Today, roses are the most requested flowers to send for this special holiday. More than one hundred million roses in more than a thousand different varieties are sold each year on Valentine's Day. Whether one's taste leans to the subtle, the flamboyant or the delicate, there is a rose to please. Red roses, however, are symbols of love, dedication and beauty, and continue to be the most popular color choice for Valentine's Day.

According to the floral experts at 1-800-FLOWERS.COM, the following tips will help extend the life of your roses this Valentine's Day.

- To arrange the roses, fill a deep vase with luke-warm water and mix in the floral preservative provided by the florist.

- Remove any leaves that may fall below the waterline when placed in the vase.

- Place roses loosely, yet evenly spaced in the vase.



With roses, a little extra care can go a long way.

- Keep the vase in a cool spot, away from direct sunlight, heating and cooling vents and appliances that give off heat.

- Adding fresh warm water to the vase every day will keep roses looking fresh. Completely change the water every three to four days.

Visit 1800flowers.com on the Web for beautiful Valentine's Day gifts and more rose facts and fun.