

FOR IMMEDIATE RELEASE

November 25, 2008

CONTACT:

Betty Greenspan

941-780-1528 ▪ forms@silkflowers1.com

FLOWER POWER:

Betty Greenspan colors the world beautiful with A Little Shop of Flowers

As a child growing up in Long Island, NY, Betty Greenspan remembers spending long hours playing in her father's garden.

"My passion for flowers literally blossomed in that garden," says Greenspan. "I spent so many afternoons there learning about the natural world. I still cherish those memories." Although Greenspan eventually chose nursing as her career, she never strayed far from the art and science of plant cultivation. She studied horticultural design at The New York Botanical Garden and later became a master gardener, winning numerous awards and accolades for her floral designs.

When Greenspan moved to Sarasota in 1991 with her husband and four children, she began creating "permanent" floral arrangements, incorporating live and dried material with artificial elements to create distinctive life-like designs.

That hobby soon turned into a passion. Greenspan turned her passion into A Little Shop of Flowers, a Sarasota-based studio dedicated to creating inspired

silk designs, water gardens, Ikebana arrangements, and other expressions of nature. As a registered nurse, healing is also close to her heart.

“I combine my medical experience and knowledge of chakra—or spiritual energy—to create arrangements that foster healing,” says Greenspan. “Many of our designs are based on the principles of feng shui, color therapy and vibrational healing modalities. Little Shop is committed to fostering joy, beauty, and harmony.”

In addition to its website (www.silkflowers1.com), A Little Shop of Flowers' handcrafted creations are sold at area boutiques and at Sarasota's Downtown Farmer's Market (every other Saturday; Dec. 6 and 20) and every Sunday at the Siesta Key Farmer's Market.

This month, A Little Shop of Flowers is gearing up for the holidays with appearances at two area events.

Greenspan will showcase some of her more striking holiday creations Dec. 1, 11 a.m.-2 p.m., in the Michaels on East courtyard, 1212 S East Ave, Sarasota. Proceeds from sale of her works will be directed to the Fine Arts Society of Sarasota, a non-profit organization that promotes and stimulates appreciation of the arts in Sarasota County.

A Little Shop of Flowers is also sponsoring the Women with Moxie Holiday Mixer, Dec. 10, 7-9 p.m., at Horsefeather's Grill and Lounge, 1926 Ringling Blvd, Sarasota. Tickets are free for members, \$5 for non-members. For more information about this event, call 941-870-2317.

“The holidays are a time of celebration, warmth and excitement,” says Greenspan. “What better time to surround yourself with beautiful expressions of nature that will last for many holidays to come—and give the gift of the same pleasure to family, colleagues and friends.”

For more information about A Little Shop of Flowers, call Betty Greenspan at 941-780-1528 or visit www.silkflowers1.com.

Photos by Eric Hilton