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FOR IMMEDIATE RELEASE

**PIONEER WHOLESAL CO. ANNOUNCES “THE PRINCESS AND THE POSY” CHARITY PROM DRESS
DRIVE TO BE HELD AT FLORIST SHOPS NATIONWIDE**
Helping Florists Help Their Communities

December 21, 2011 – Pioneer Wholesale Co., a leading wholesale supplier of corsage bracelets and ribbon, announces a charity prom dress drive to be held at florist shops across the nation. The purpose of this prom dress drive is to help florists to help their communities.

Pioneer Wholesale Co. will reward all participating florists with \$2 in Pioneer Prom Perks for each dress collected for charity proms. The florist that collects the most dresses will also receive a Grand Prize – a \$250 Prom Package of corsage bracelets and ribbon.

This prom dress drive will help the recipients of the dresses, the donors, the charities, and the florists themselves. Thousands of terminally ill or economically disadvantaged teenage girls who would otherwise be unable to attend a prom are able to have one evening of a “normal” childhood and fulfill their dreams. The girls who donate their dresses will learn a valuable lesson in giving that will stay with them thru their lives. The charities depend on the participation of local businesses for success and they are very grateful for the support of their local florist shop. The florists have the added benefit of introducing their shop to the prom girls who are donating their dresses, winning customers both for prom and for life!

Participation is very simple! First, florists will need to choose a local charity prom to work with. Then they will need to visit: www.pioneerwholesaleco.com/promdressdrive.htm to download the application for “The Princess and the Posy” program. They can also download FREE, customizable marketing materials for the program. After their event is complete, they will simply need to provide a picture of the event as well as a receipt from the charity to receive their prizes.

Pioneer Wholesale Co. has been a family owned and operated importer and wholesaler of floral supplies since 1977. Pioneer Wholesale Co offers 4000+ items in artificial flowers, baskets, ribbon, Fitz Design prom products, glass vases and more!

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If you would like more information about this topic, or to schedule an interview with Sarah Botchick, please call Sarah at 888-234-5400 or email at: srbot@pioneerwholesaleco.com.