

PRESS RELEASE

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Nonprofit Flower Shop joins the Holiday Lookbook Press only event

(Thursday, June 10, 2010, New York, NY)- Vaseful Flowers and Gifts is a social enterprise operated by Community Options, Inc. (COI). COI is a national nonprofit organization founded in 1989 to develop homes and employment opportunities for people with developmental disabilities.

Vaseful is the only nonprofit flower shop in the country that employs and trains people with disabilities in an integrated setting. People with disabilities that are employed by Vaseful are able to learn a portable skill set to take with them when they move on to more competitive employment.

Vaseful participated in the Holiday Lookbook event hosted by Shiraz Events, a premiere NYC event planning company. The event took place at the Metropolitan Pavilion. This was a press and media event only and Vaseful had the opportunity to market the flower shop as a brand, a business with a social purpose, and the response from high-level editors was phenomenal.

Jenn Falik, Style and Beauty Expert was the Guest Host of the event. Jenn has shared her tips through television appearances on The View, The Today Show, The Rachael Ray Show, E! News and Tyra Banks.



Jessica Guberman, Ph.D. (left) ED of Public Relations for Vaseful with Jenn Falik, Style and Beauty Expert.

"The level of press we were able to speak with about Vaseful was extraordinary," says, Robert Stack, President and CEO of Vaseful. "The concept of Vaseful and what we have been doing for the past ten years was very well received and we look forward to working with local and national outlets to promote the good work of Vaseful," Stack added.

For more information about Vaseful, please visit them at www.vaseful.com. For more information about Community Options, please visit them at www.comop.org