

GROWERTALKS

GT in Brief

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Soiree Sales Support Girls, At-Risk Youth

Chris Beytes

Suntory Flowers announced charitable contributions to two organizations devoted to helping young people thrive: Girls Inc. and Covenant House. A \$10,000 contribution was raised through the sale of Soiree Kawaii Catharanthus plants in 2020.

Inspired by the youthful Kawaii girl brand identity, the campaign launched at Cultivate in July 2019. This culminated in a \$10,000 contribution to Girls Inc., which serves girls ages 6 to 18 at more than 1,400 locations in more than 400 cities in the U.S. and Canada.

Suntory also partnered with growers and retailers in their local markets, such as New Orleans, where Perino's Home and Garden Center donated a total of \$6,560, including a \$3,280 matching contribution from Suntory, toward Covenant House, which help homeless youth in New Orleans. The need is especially great this year, with 130 single mothers and more than 200 children seeking refuge.

"Despite the challenges brought on by the COVID-19 pandemic, we remain committed to providing love, respect and hope to all young people who come to us in need," says Covenant House's Donna Slay. "Covenant House offers a lifeline for at-risk and homeless youth, recognizing the inherent good and boundless potential in each of them." **GT**