



**FOR IMMEDIATE RELEASE**

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**CARITHERS FLOWERS AND GEORGIA TECH'S ALPHA GAMMA DELTA WORK TOGETHER THIS VALENTINE'S DAY TO RAISE MONEY FOR MEALS ON WHEELS**

***Carithers Flowers is donating \$2,500 to the sorority's favorite program, Meals on Wheels, in return for sorority members assisting with curbside delivery orders***

ATLANTA, GA, February 11, 2022 – Carithers Flowers announced today members of [Georgia Tech's Alpha Gamma Delta](#) sorority are volunteering at Carithers Flowers showroom in Marietta. Sorority members will assist customers at the shop's curbside pickup during one of the busiest times of the year, donating proceeds from their service to [Meals on Wheels](#).

"Valentine's Day is one of our busiest times of the year. We had to come up with a way to make sure flowers deliveries are done in a timely fashion, which is not easy to do with the current labor shortage," states Charles Carithers, owner of Carithers Flowers. "Fortunately, bringing in Alpha Gamma Delta with their desire to help the community and raise donations for Meals on Wheels was a winning combination. They will be assisting with our curbside delivery service, and we couldn't be more excited to have these professional and dedicated women on our team this weekend."

"Alpha Gamma Delta is excited to partner with the Carithers Flower Shop, and all proceeds will support Meals on Wheels Atlanta," said Laura Jeniski, Director of Community Engagement for the Alpha Gamma Delta sorority. "Running curbside service for a local business not only helps the flower shop with staffing but gives our sisters real-world experience while financially supporting Meals on Wheels Atlanta! I can't think of a better combination."

Carithers Flowers is a locally owned and family-operated business with a 12,500 square foot design center and showroom in Cobb County, just outside Atlanta. Carithers Flowers has given back to the community in numerous ways since they opened in 1974 by donating over 10% of floral gift profits to support local charities, service organizations, hospitals, schools, and non-profits. Through in-kind services and financial donations, Carithers has given the Let Life Bloom Charity, Helping Hands Programs, and many other community organizations over \$750,000.

Carithers Flowers has been recognized by the industry's prestigious "Top 20" National Florist award and has been a multi-year recipient of the *Consumer's Choice Award* and a recipient of *The Atlanta Journal and Constitution* "Readers' Choice Award." They have also been featured in numerous national magazines, voted "Atlanta's Best Florist" by *Atlanta Magazine*, and decorated 5 U.S. Presidential Inaugural celebrations.

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If you would like more information about this topic, please call Nikki Parker at 770-980-3000 or email [events@carithers.com](mailto:events@carithers.com).