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Galentine's Day gaining recognition in the floral industry

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For more than a decade, Galentine's Day (Feb. 13) has been growing in popularity, including in the floral industry, which now offers products recognizing this trend. "We continue to see a spike in demand for our foam products that help customers create fun floral arrangements and care packages to show gratitude for the women in their lives," says Amy Steidl Olson, director of product development at FloraCraft, a manufacturer of foam products for the craft and floral industries.

So, what is Galentine's Day? "This once-fake holiday from a 2010 episode of NBC's Parks and Recreation featured the show's female characters gathered on Feb. 13 for a brunch that seemed similar to a Valentine's Day celebration, but commemorated themselves and their female friendships instead. Now, the day has taken off as one of the most popular occasions for women to honor each other," she explains.

While Galentine's Day is only 24 hours before Valentine's Day, the meaning behind the days are quite different. "Unlike the romantic aura of Valentine's Day, Galentine's Day recognizes a common movement we're seeing among women, particularly in younger generations – celebrating that their bonds with other women are just as important as romantic partners. The celebrations typically include a group of friends who go out for a meal, drinks or a day of self-care, all while exchanging cards, flowers and gifts."

Recognizing the meaning, and that the women of FloraCraft's leadership team and Steidl Olson are also big fans of this holiday, they've decided to create a line of Galentine's Day projects. "Like the day itself, these projects were designed to appreciate the unique characteristics of your friends. From a BFF wreath and XO succulents, to a heart-shaped dish, our variety of projects can be the perfect addition to your celebration or catalyst to start to a new tradition of commemorating the day.

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"I'm so proud of the work our wonderful team has done and continues to do to help make Galentine's Day special for women in our community and across the country. I hope you take time this Feb. 13 to brighten your gal pals' day with a token of appreciation as a very real reminder of how important they are to you."

Of course, Valentine's Day remains FloraCraft's most important holiday. "There is a high demand for their craft and floral foam products that go into the flower arrangements or crafts people give their loved ones."

For more information: www.floracraft.com

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