

1800flowers.com sponsors terrific intergenerational online learning for Chanukah and Kwanzaa



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Industry: [Advertising](#)

Press Release Summary: 1800flowers.com launched a New York test program designed to promote their Chanukah and Kwanzaa gift items. Using online classes for preschoolers and seniors-- they taught two generations how easy it is to connect with their loved ones when they are equipped with an understanding of how the internet works. The program kicked off on December 2nd at Little Neck's Samuel Field Y as over one thousand people witnessed the unveiling of a giant floral menorah displayed in the lobby throughout Hannukah. On Wednesday, coupons for Kwanzaa related gifts and floral arrangements will be given out during the celebration courtesy of 1-800-FLOWERS.COM. A giant multicultural holiday floral arrangement will also be on display at the Harlem Link Charter School beginning on the 19th.

Press Release Body: 1800flowers.com launched a test program at **Harlem Link Charter School**, located at 134 West 122nd Street in the heart of Harlem, designed to promote their holiday arrangements. **1-800-FLOWERS.COM** will present a workshop for seniors and

children to learn how to connect generations through the use of the internet. The workshop will be held at the school and will include demonstrations on websites such as google, hotmail, and eons.com, a social networking site exclusively for the 50+ crowd. **1-800-FLOWERS.COM** will donate a laptop computer to the school as well, who will in turn be raffling it off to a member of the community that evening at 6:00 PM at their Winter Festival, through their Community Outreach Group.

The workshop is part of a larger test program designed to teach two generations how easy it is to connect with their loved ones when they are equipped with an understanding of how the internet works. The program kicked off on December 2nd at Little Neck's Samuel Field Y as over one thousand people witnessed the unveiling of a giant floral menorah displayed in the lobby throughout Hannukah. On Wednesday, coupons for Kwanzaa related gifts and floral arrangements will be given out during the celebration courtesy of **1-800-FLOWERS.COM**. A giant multicultural holiday floral arrangement will also be on display at the **Harlem Link Charter School** beginning on the 19th.

Older and younger people tend not understand each other because of their different experiences, opinions, habits and behavior. The internet is a great way for people to connect and get to know each other, and connect families of all generations. **1-800-FLOWERS.COM** is eager to contribute to this mission as their "Reconnections" program and brand message is to help all people connect with the important people in their lives.

Steven Evangelista, Co-Director for Operations at the Harlem Link Charter School said *"I believe in the power of this program to help foster learning and understanding between generations and I'm very excited that **1-800-FLOWERS.COM** has made this commitment to us."*

Steven Jarmon, Vice President of Communications for 1-800-FLOWERS.COM said, *"I am extremely proud that **1800Flowers** can help bridge the generation gap through the power of the internet."*

The Harlem Link Charter School, a K-4 public school, links academics, values and community to graduate articulate scholars who meet or exceed New York State Performance Standards and active citizens who learn and serve in their communities. Families, staff and community join together to provide a safe, supportive learning

environment that empowers students to take an active role in learning and demonstrate good character.

The program was created by **theKbuzz**, a marketing firm based in Queens who previously worked with **1-800-FLOWERS.COM** for the **"Our Field of Dreams"** sponsored ballpark wedding held last July at Brooklyn's KeySpan Park.

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