

The Boston Globe

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Jenny Stromann
Manager, Consumer Marketing
Society of American Florists
1601 Duke Street
Alexandria, VA 22314

Dear Ms. Stromann:

We received your letter regarding the use of "in lieu of flowers" in death notices. We appreciate your taking the time to write expressing your thoughts, and we will provide our sales representatives with guidance on alternative phrases that they can suggest to funeral directors.

However, we will not change our policy and will not disallow funeral directors to use the "in lieu of flowers" in death notices.

Sincerely,



Samuel P. Martin
Chief Advertising Officer