

# Sweetest Day is around the corner!

It's almost time for Sweetest Day, a chance to let the people in your life know that you appreciate them. Here's what to know about the upcoming holiday.

## When is Sweetest Day 2022?

The annual holiday is celebrated on the third Saturday in October, touted to share romantic deeds, expressions, acts of charity and kindness. This year, it's on October 15.



## How did Sweetest Day get started?

According to National Today, Sweetest Day was first celebrated in Cleveland in 1922, where multiple candy companies distributed more than 20,000 boxes of candy to the city's vulnerable, including "newsboys, orphans, old folks and the poor." Eventually, the idea spread, from Cleveland to the rest of Ohio and a few other states. Hallmark also attributes Sweetest Day's start to Herbert Birch Kingston, a Cleveland candy company employee "who wanted to bring happiness to the lives of those who often were forgotten."

Sources: The Enquirer, Hallmark, American Greetings.

## Do all states celebrate Sweetest Day?

Today, the festive day is primarily celebrated in the Midwest. But surprisingly, Texas, Florida, and California are in the top ten states for sales relating to the holiday

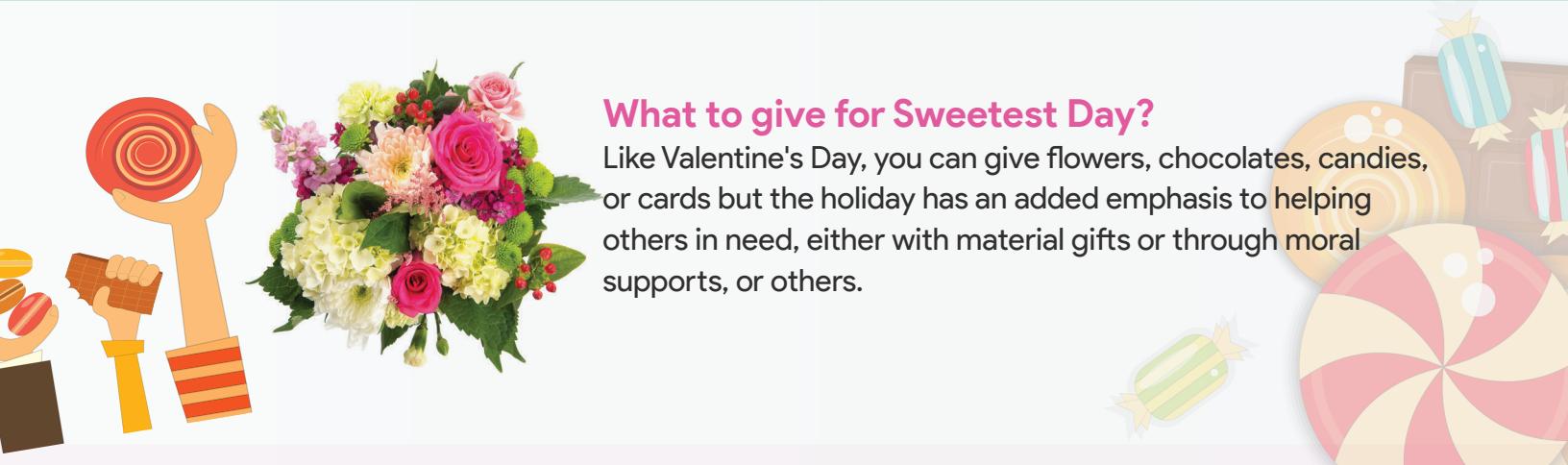


## Is Sweetest Day just for men?

The holiday is not aimed specifically toward any gender, as it was started to give chocolate and sweets to the vulnerable. Now, it's seen as a chance to express love or admiration for the people in your life, whether it's family, friends, romantic partners, or others.

## What to give for Sweetest Day?

Like Valentine's Day, you can give flowers, chocolates, candies, or cards but the holiday has an added emphasis to helping others in need, either with material gifts or through moral supports, or others.



Get ready for Sweetest Day. Order your flowers today!

1.800.830.3567

FLOREXPO