



**FOR IMMEDIATE RELEASE**

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## Habitat for Humanity of Greater Palm Beach County and Wellington Florist Spread 5,000 Smiles During National “Petal It Forward” Event

**PALM BEACH COUNTY, FL – November 14, 2025:** In October, Habitat for Humanity of Greater Palm Beach County and Wellington Florist joined dozens of florists across the country for *Petal It Forward*, a nationwide “random acts of kindness” initiative organized by the Society of American Florists (SAF). The joyful effort surprised people throughout the county with two free roses, one to keep and one to give away, bringing a smile to thousands of people in the community.

“Petal It Forward is one of the most heartwarming initiatives we take part in each year,” said JP Varvarigos, owner of Wellington Florist. “It’s incredible to see how a single flower can spark connection, spread kindness, and brighten someone’s day. Partnering with Habitat for Humanity allows us to reach even more people and remind our community that small gestures can make a big difference.”

The Habitat team, joined by community partners and supporters, distributed nearly 5,000 roses generously donated by Wellington Florist at locations including the Riviera Beach VA Hospital, a local fire station, The Lord’s Place, Royal Poinciana Plaza, and all Habitat ReStores.

“This is our second year participating in Petal It Forward, and it’s one of our favorite days of the year,” said Julia Murphy, Chief Advancement Officer at Habitat for Humanity of Greater Palm Beach County. “We’re honored to take part in a national movement that shows how a simple act of kindness can brighten someone’s day. This event also reflects our ongoing partnership with Wellington Florist, our Annual Florals Sponsor, and we’re deeply grateful for their continued generosity and support.”

Launched in 2015 by the Society of American Florists, *Petal It Forward* is an annual nationwide initiative based on research from the University of North Florida (UNF) showing that living with flowers reduces stress and increases happiness. The program encourages participants to share kindness and connection through flowers.

**About Wellington Florist:**

Wellington Florist has been proudly serving Wellington and the Palm Beaches since 1991. A local family-owned business, it was voted BEST FLORIST in Palm Beach County four years in a row, 2021-2024. Third-generation owner and operator J.P. Varvarigos and their 25-person crew are committed to offering only the finest floral, plant, and orchid arrangements, backed by detail-oriented and dependable service. They deliver same-day throughout Palm Beach County, and all of their arrangements come with our seven-day guarantee. To learn more, visit [wellingtonflorist.com/](http://wellingtonflorist.com/)

**About Habitat for Humanity of Greater Palm Beach County:**

Habitat for Humanity of Greater Palm Beach County is a 501©(3) organization and an affiliate of a global nonprofit, Habitat for Humanity International serving Palm Beach County. Families and individuals needing safe and affordable housing partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Through financial support, volunteering, or adding a voice to support affordable housing, everyone can help families achieve the strength, stability, and self-reliance they need to build better lives for themselves. Through shelter, we empower.

For any inquiries, contact Julia Murphy, Chief Advancement Officer, at [Julia.murphy@habitatgreaterpbc.org](mailto:Julia.murphy@habitatgreaterpbc.org)

Photos attached provided by Habitat for Humanity of Greater Palm Beach County

- 1: Josh P. Burrell, Brittany Parish, Ana Neria, Jennifer Gardner, Tara Okler, Maura Taggart, Brad Hertzberg, with Place of Hope staff member
- 2: Andres Rovira, Candice Casanova, Richard Coore, Debra Scott, and Arline Lewin at the Riviera Beach VA Hospital
- 3: JP O'Connor, Julia Murphy, Anthony Nastase, Tyler McAfee, Liz Goldman, Natalia Ojeda, Zenia Mackey, and Melchor Cardenas