

Shop In Queens During The Holidays



Christopher Tsouratakis, Owner of Booth Flower Shop in Flushing.

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Although shopping at malls here in Queens is definitely important, a number of smaller businesses also rely on the increase in business during the holiday season in order to survive and thrive.

One business that depends on the holidays and the increased load are Edible Arrangements – a company that arranges fresh fruit bouquets and gift packages that are great for sending to business clients to let the know that you are thinking of them during the holidays.

Other businesses that see an uptick in volume during the holidays are florists. Christopher Tsouratakis, Owner of Booth Flower Shop in Flushing, said that the time between Thanksgiving and Christmas is usually one of the busiest times of the year. He said that he could see business increase by 25 percent leading up to Thanksgiving and up to 50 percent for Christmas.

"In our business, it is a seasonal business," Tsouratakis said. "We don't totally depend on the holidays, but in the retail

flower business we do depend on the holidays to make our year."

Meanwhile, it is even more important this year for shoppers and residents to stay local and patronize Queens businesses because of the difficult economic challenges. In order to help promote business in Queens, the Chamber recently launched a 'Keep it in Queens' campaign, which is a joint initiative with Queens Borough President Helen Marshall and the City of New York to connect Queens-based businesses to each other and to economic development projects throughout the borough.

A new website, KeepitinQueens.com, and database have been launched that are geared toward helping Queens-based businesses access suppliers, distributors and service providers located in the borough.

"Queens' businesses are ready, willing and able to deliver services, products and work force to any project, large or small," Chamber President Al Pennisi said.

Shop & Help The Environment



Helping shoppers do more with their gift card purchases, Queens Center launched a new "Give Green" Gift Card to benefit the environment.

The new program is a partnership between Queens Center's parent company, Macerich and American Express to benefit American Forests – the nation's oldest nonprofit citizen conservation organization dedicated to growing a healthier world through healthier forest ecosystems. Macerich is committed to contributing at least \$100,000 to the organization via this innovative new program.

"Our shoppers in the metro area want to make a difference for the environment, and our new Give Green Gift Card gives them an easy way to do something worthwhile and also feel good about their purchase," said Dawn Simon, Senior Marketing Manager at Queens Center. The Queens Center mall in Elmhurst is one of 65 Macerich retail properties to offer the new Give Green Gift Card.

Doing more to help the environment is a clear value for women consumers across the country. Kelton Research conducted a national, online survey on behalf of Macerich in late summer among a representative sample of U.S. women ages 25-54, and a whopping 95 percent agree that more should be done to improve the environment.

In addition, 82 percent of American women said they feel better about purchases that benefit a worthwhile environmental cause and 63 percent of those surveyed said they would prefer to receive a gift card that supports a worthwhile environmental cause versus a card with no environmental benefit.

Shoppers can buy the Give Green Gift Card at Queens Center at the Guest Services location, and find more information at www.givethegiftcard.com. In addition to the new environmental gift card, Queens Center also offers a traditional gift card, called Give Style gift card.

Visit KeepitinQueens.com to take the pledge and win prizes today!

Current Queens Chamber Members:

Up until December 31, the Queens Chamber invites you to bring any non member to one of our functions for free! (Excludes The Building Awards Dinner on December 3, 2008)

For every new Queens Chamber Member you refer to us, you will receive \$100 in QCC Cash, which is redeemable for any Chamber event!