

Blue Thistle Floral Announces WriteBrain Media Is Official PR Firm of Record

European-style floral designer to the stars has record year

For Immediate Release: April 9, 2009 – Princeton, NJ—[Blue Thistle Floral's](#) founder, European-trained and licensed/certified floral designer Susan Fogwell, is pleased to announce that she has chosen [WriteBrain Media](#) to represent her for marketing and integrated media placement. [Blue Thistle Floral](#) has continued to experience unprecedented growth despite the nation's economic woes. Explains Fogwell, "I believe that simple indulgences like floral arrangements continue to lift people's spirits during a bleak time, in the same way that artisan chocolates and cupcakes are still wildly popular."

Fogwell, who spent her childhood amongst east coast aristocrats, received her certificate in floral design from [Longwood Gardens](#) in Kennett Square, PA, studied in Paris with [Christian Tortu's L'Ecole des Fleurs](#) and received her certificate in hand-tied bouquets from the [Boerma Institute in Aasmeer, Holland](#). Her designs are shipped throughout the U.S. and she is renowned for using the freshest-cut florals directly from Holland. During her frequent trips to Europe, she studies regularly with leading European floral designers to keep abreast of current floral trends overseas. Fogwell is also the national floral design contributor for [Examiner.com](#) and has authored travel articles for the [L.A. Times](#).

[WriteBrain Media](#) was Fogwell's first choice for integrated marketing and publicity due to their social media and TV media placement expertise. "We are enormously honored to add Blue Thistle Floral to our client roster. Susan Fogwell is our only floral artist, but she works a lot behind the scenes with the entertainment world and celebrities, as do we, so she's a perfect fit. We look forward to helping further accelerate her business growth," said WriteBrain Media founder [Denise Dorman](#).

For more information on Blue Thistle Floral, please visit [BlueThistleFloral.com](#) or call 609.452.2994. For media inquiries, please contact denise@writebrainmedia.com or call 630.845.4694.