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Piedmont Wholesale Flowers celebrates their Grand Opening to connect local NC growers with florists and wholesale purchasers.

What: Piedmont Wholesale Flowers Grand Opening

Who: Kelly Morrison, Color Fields Farm, founder and organizer
Allison Donnelly, Piedmont Wholesale Flowers Market Manager
Neal Curran, Bull City Cool Food Hub

When: Thursday, May 11 at 8-10am, formal announcement at 8:30am.

Where: Bull City Cool Food Hub (902 N Mangum St., Durham, NC 27701)

Why: The Grand Opening of Durham's wholesale flower market. Piedmont Wholesale Flowers is a cooperative venture connecting local growers and wholesale buyers around central North Carolina. The market creates a collaborative space where local, innovative florists and floral designers can source locally-grown flowers and foliage that represent a seasonal sense of place.

Visual: Renovated 1928 building; bustling flower market; local farmers; bright flowers

At this Grand Opening event, North Carolina farmers and florists come together to celebrate a new aesthetic and ecological consciousness in floristry. Piedmont Wholesale Flowers organizer Kelly Morrison states, "I wanted to help create something that would have a positive impact on the bottom line of farmers in the area. This market has the potential to completely transform the way local flowers are bought and sold in the Piedmont." The market is held at the Bull City Cool Food Hub, a project of Reinvestment Partners. Though the market doesn't sell food, "Piedmont Wholesale Flowers is a perfect fit in the food hub because it supports local farms and local businesses" according to Bull City Cool Food Hub Coordinator, Neal Curran. Pine State Flowers owner Maggie Smith is a regular customer of the market, stating "People are searching for a more authentic alternative, and local flowers offer a way for people to reconnect with their environment and see the beauty of our state. This wholesale market, by making buying local flowers more convenient, will hopefully encourage other florists and designers to give them a try and fall in love with them the way I did."

Overflow parking is available on N Mangum St and in the vacant lot adjacent to the food hub on Geer st.

For more information contact: Neal Curran (Bull City Cool Food Hub Coordinator), (919) 667-1000 ext. 50. To learn more, visit <https://www.piedmontwholesaleflowers.com/>