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EMPIRE STATE BUILDING, REDENVELOPE AND PROFLOWERS LAUNCH 20TH ANNUAL EMPIRE STATE BUILDING VALENTINE'S DAY WEDDINGS CONTEST, "LOVE ABOVE ALL"

Empire State Building Offers Couples Nationwide Chance to Tie the Knot at the World's Most Romantic Building

New York City (October 3, 2013) – Newlyweds often feel on top of the world, but only a select few can say they had the chance to truly start their marriage above the clouds. For the Empire State Building's (ESB) 20th Annual Valentine's Day Weddings Contest, couples from across the country are invited to submit their unique love stories beginning today for a chance to win a one-of-a-kind wedding or vow renewal ceremony at the global landmark on Valentine's Day. For the annual contest, ESB has partnered with top online gifting brands, [RedEnvelope®](#) and [ProFlowers®](#) to bring the contest to new heights in this milestone year. RedEnvelope, the source for premium gift ideas, inspiration, tips and discovery and ProFlowers, known for fresh-from-the-fields bouquets, will design a lavish floral wedding for the winning couples to exchange vows in exclusive ceremonies.

Valentine's Day 2014 marks the 20th year of ESB's annual Valentine's Day Weddings Event, which is the only day of the year couples can wed at the World's Most Romantic Building. As the site of countless on-screen love scenes, in such hits as *Sleepless in Seattle*, *An Affair to Remember*, and most recently, *Oblivion*, ESB is the perfect setting for couples to tie the knot. For the contest's exciting 20th year, ESB, RedEnvelope and ProFlowers will create a truly unforgettable experience for the winning couples. Engaged couples seeking to win this once-in-a-lifetime opportunity or married couples desiring a vow renewal are encouraged to submit their personal love stories via ESB's Facebook Page [www.facebook.com/empirestatebuilding] beginning today through Dec. 5, 2013.

"As the Empire State Building celebrates its 20th Anniversary of Valentine's Day weddings, the tradition of romance and special moments with this iconic building continues," said Empire State Building Director of Brand Development and Public Relations Melanie Maasch. "We are thrilled to partner with RedEnvelope and ProFlowers, as they will create the finest weddings for the couples, making this an extraordinary milestone to celebrate."

To determine the contest winners, ESB, RedEnvelope and ProFlowers will select three couples based on their unique story and personal connection to the iconic landmark. The contest is open to legal residents of all 50 states who are 21 years of age or older.

The morning of Feb. 14, 2014, each couple in the presence of up to 24 of their guests, will marry in a private ceremony, designed by RedEnvelope and ProFlowers. The couples will wed under a custom-designed floral altar by ProFlowers and then enjoy a champagne toast and gifting suite, personalized by RedEnvelope. To top off the magical day, the events will conclude with a VIP visit to the world-famous 86th Floor Observatory.

"The Empire State Building embodies the greatest heights of American aspirations. RedEnvelope and ProFlowers are excited to participate and provide an exceptional gift and floral experience for the couples," said RedEnvelope Spokesperson and ProFlowers Floral Designer Kate Law. "The floral wall is going to provide a gorgeous, fresh backdrop for the weddings, and we plan to lavish the bride and groom with unique and personalized gifts from RedEnvelope. It's going to be a luxurious day!"

For complete contest rules and details, visit the Empire State Building's Facebook Page at www.facebook.com/empirestatebuilding. For more information about gifting brands RedEnvelope or ProFlowers, visit www.redenvelope.com or www.proflowers.com.



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About RedEnvelope®

RedEnvelope is the source for premium gift ideas, inspiration, tips and discovery that celebrates connections and relationships through unique gifting. The online gifting retailer brings classic and modern together with sentiment and authenticity. RedEnvelope's catalog and site, www.redenvelope.com, feature an extensive collection of new and unexpected gifting options that provides an inspiring and memorable gifting experience.

About ProFlowers®

ProFlowers, a Provide Commerce brand, launched in 1998 to sell and deliver fresh cut flowers for everyday and special occasions such as Valentine's Day, Easter, Mother's Day, birthday and anniversary events. The company's market platform combines an online storefront, proprietary supply chain management technology and established grower relationships that bypass traditional floral supply chains of wholesalers, distributors and retailers.

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