

KaBLOOM: ADVENT AMARYLLIS

Woman: When I was a kid, I counted off the days to Christmas with an advent calendar.

Now that I'm a grown woman, I mark the time with an amaryllis bulb. I start watering it on the first of December and watch it grow in my kitchen window and, if I've been a good girl about it, those big red flowers will be trumpeting just in time for Christmas Day!

VO: Kabloom ... Every Day's a Flower, Watch it Bloom!

KaBLOOM: CROCUS HOPE

Woman: Don't get me wrong, I delight in the first snowflakes of winter, but after the fourth or fifth blizzard, I'm ready to throw my snow shovel through the car window!

That's when I take a few *ujai* breaths and drive down to KaBloom. I get myself some crocuses, picking the tiniest, unopened buds, and strap them lovingly into the passenger seat until I get them safely in my house.

I put them by the sink, or at the center of the table, and just look at their tender stems, the vibrant color, and I can hold on, day by day, until spring.

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KaBLOOM: Bring a Little Luck Home

This St. Patrick's Day, bring a little luck home with you, or give it to a friend who could use a little luck! A tiny patch of clover that fits anywhere in your house. Luck on your dresser, luck in your kitchen! Put the clover in front of the mirror to double your luck!

VO: Kabloom ... Every Day's a Flower, Watch it Bloom!

Connie Michener

KaBLOOM: PIED A TERRE

Woman: [room echo] Wow! Look at this condo! You always find the good ones! I brought you something, since I know you're still dreaming of the day you have a yard!

Man: Grass, . . . nice!

Woman: Yeah, run your hand over it. It's your own little pied a terre.

Man: Oooh, tickles! A square foot of grass! Cool!

Woman: And you can mow it with scissors. Cutting the grass!

VO: Someone dreaming of being a country squire? Pick up a "pied a terre" today!

SFX: mower.

VO: KaBloom ... Every Day's a Flower, Watch it Bloom!

KaBLOOM: BRIDESMAID'S HOLIDAY

Woman: well, so another June and I'm sometimes the bridesmaid, never the bride.

Last year I nearly broke the bank buying bridesmaid dresses, shoes, hair -- well, this year I'm off the hook, and guess what I'm going to spend all that extra money on: Roses, for MYSELF!

I'm going to KaBloom and getting a big bouquet, and I'm going to carry it to the office and home again, and if anyone asks, I'll say I caught them at a wedding!

VO: Kabloom ... Every Day's a Flower, Watch it Bloom!

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Busy Guy :60

I'm a very busy guy. I look at life as an ongoing process. When do you declare you're a success? I do my art, I live my life, for my own satisfaction and for the aid of people I love.

I create miniature rock gardens. I work in a small space, 18 x 24. Raking, shovelling, placing items.

I'm an amateur ornithologist. Watching birds is a passion; analyzing their moves with precision, anticipating where they'll go next.

Another thing I do is after-market manipulation of upholstery. It's an esoteric art. Not everyone understands or appreciates it, but one day, I envision, it will sell for big money and I hope I live to appreciate that day.

But food is still my favorite thing.
Triumph brand cat food.

Triumph Cat Food

Upholstery :30

One of my passions is after-market manipulation of upholstery. Sometimes I work and re-work the same pieces, pushing them closer toward perfection over time.

My art is all around me; I live in it, on it. Often, sleeping on a piece gives me better clarity about how to proceed.

It's an esoteric art, not everyone understands or appreciates it, but one day, I know, it will sell for big money and I hope I live to see that day.

But food is still my favorite thing.
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Rock Garden:30

I keep a miniature rock garden. I'm raking, shovelling, and placing items, every day, really.

I try doing some things the same way each time, then sometimes I try something new. Tradition versus innovation! There's beauty in the effort, in the making of choices. I celebrate that.

But food is still my favorite thing.
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Ornithologist :30

I'm an amateur ornithologist. Watching birds is a passion; analyzing their moves with precision, anticipating where they'll go next.

I see them alight in the garden. It's like magic.

The world is really full of all the things you need, in the air, on the ground. I want to go out and have it all!

Back to the beauty of birds ... I'd like to fly if I could.

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Love Husbandry :30

Love breeds love. I am an expert in love husbandry. It grows and grows. It's one coinage where giving is receiving.

Is the bowl half-full or half-empty? To answer "half-empty" is to believe that "empty" is conceivable. No, there is always more!

I'm a true believer in "topping up." If I see any of my people even a pint low on loving, I top them up for the best performance. Believe in this.

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Presentation :30

Presentation means a lot. They say that 90% of life is just showing up, and the trick, really, is in the showing.

I think looking good is a gift I give to everyone in my path. Glossy, well-groomed coat, clear eyes, neat nails, and for Pete's sake, keep your chin up!

If I'm not feeling my best, I give myself the little extra time that makes the difference.

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KaBLOOM: BUD VASE CLUB

SFX: Car revving.

VO: We all know that the time you spend in your car [SFX: Horns] is the most intense sensory experience of your day. [SFX: Truck horns, engine]

Reaction time, [Same to you, Buddy!], the road underneath you, the cars, and the good-looking people in them [Pick a lane!].

[SFX: Potholes}

Isn't it time to bring civility into the commute that isn't very civil?

For just ten dollars, establish your Every Day's a Flower Bud Club Card and get a fresh carnation and a bud vase that velcro-mounts [SFX: Velcro tear] to any dash. [SFX: Sigh, twittering birds, car revving].

VO: Kabloom ... Every Day's a Flower, Watch it Bloom!

KaBLOOM: REPAINTING

[Sound of brush roller rolling over a wall.]

Jane: Hey Sara, do you have plans for tomorrow?

Sara: Oh, I'm repainting my kitchen.

Jane: Didn't you do that last week?

Sara: Well, yeah, but Jane ...

Jane: and didn't you do that over Memorial Day weekend?

Sara: Yeah, but, I need change! And Mother's coming to stay a few days, and I wanted a *brighter* look in here.

Jane: Why don't you do what I do ... why don't you go to KaBloom and buy a bunch of fresh tulips?

Sara: Well ... you mean ... I don't have to keep painting ... but the paint ... I had it *custom-mixed!*

VO: It's easy to bring change into you life with fresh flowers! Kabloom ... Color Your Day!