



## For Immediate Release

September 15, 2013

### Ladd Biro's 'Isn't Romantic' CD Offered as Sweetest Day Special

Looking to make your Sweetest Day a memorable event?

Roscoe Records is excited to announce that Ladd Biro's 'Isn't It Romantic' CD will be offered by several Cleveland & Detroit area florists' as part of Sweetest Day Specials this upcoming October. The 11 track CD will be included in several floral arrangements.

Larry Novak of Novak's Flowers ([novaksflowers.com](http://novaksflowers.com)) is currently incorporating a special page and pricing for the upcoming holiday. While browsing the Novak's Flowers site, music will be playing the title track from the Biro's CD. Larry Novak is the former president of the local FTD Chapter of Greater Cleveland and current president of the Maple Height's Chamber of Commerce.

Longtime Cleveland florist, Orban's Gift-O-Fruit & Flowers ([orbansflowers.com](http://orbansflowers.com)) and Fairytale Flowers ([Facebook](#)) in Detroit are implementing the same kind of specials. Orban's owner Ed Wrobbel was enthusiastic about the special offering. "It's been so long since FTD presented something new, we felt it was a great product which fits perfectly for this holiday and take the opportunity to present our customers something fresh, other than flowers"

'Isn't It Romantic' Ladd Biro's first CD and released in 2007. It is currently available through Barnes & Noble, Amazon, Roscoe Records ([roscoerecords.com](http://roscoerecords.com)), and Cleveland area music stores.

So, if you're looking to enhance the moment with your sweetie for Sweetest Day, let these area florists be your first stop.