

Free flowers honor Sept. 11 victims

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 DAILY NEWS-SUN

Glendale florist Judy Haenel discovered a way to touch people's lives 13 years ago when she began a massive free rose giveaway. Her only requirement for the hundreds of people picking up a free dozen roses from her shop, The Tulip Tree, was that they give them away to friends, co-workers or even strangers as a way to brighten someone else's day.

Always holding her rose giveaway the second week of September, Haenel never realized the new meaning her drive would take following the terrorist attacks on Sept. 11, 2001.

Now held to honor the victims of Sept. 11, the flower bonanza is more important than ever, she said.

"It's a day you're never going to forget," she

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said. "It's just a way to thank people and tell them that you appreciate them. Police officers, firefighters, even strangers. It's a way to reach out and touch a whole lot of people, and it's a little more uplifting."

The 13th annual "Pass

It On Day" took place today at the shop, 5933 W.

Bell Road. In all, Haenel, shop owners and volunteers passed out 4,000 roses, which would fetch up to \$4,000 if they were for sale, she said. About 3,000 roses were red and the remaining 1,000 were various colors.

Members of the 100

Club of Arizona, a financial support group for families of public safety personnel who are in-

jured or killed in the line of duty, helped pass out roses. Volunteers also helped strip the thorns and bundle the roses away.

"All the labor is done by volunteers," Haenel said. "It's really the only reason we can afford to do it. The wholesalers get us a good deal on the cost of roses."



MOLLIE J. HOPPE/DAILY NEWS-SUN

Brittany Dettorre, 12, attends the yearly rose giveaway during "Pass It On Day" at the Tulip Tree Flower Shop in Glendale with her mother, Michelle, a four-year cancer survivor. The event, started 13 years ago by florist Judy Haenel, is a way to remember and reach out to each other. Since 9/11, it has honored victims of the terrorist attacks.

