

# Russian Florists: The Unsung Heroes of Valentine's Day

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Ah, Valentine's Day — the day when couples around the world are given an excuse to express their affection for each other, often with big bouquets. If you live in Russia, though, you know flowers play a big role all year round: on dates, birthdays and pretty much any other important occasion.

Behind the scenes, is an army of flower vendors who often work around the clock. The Moscow Times spoke to several florists to hear their stories and asked what Valentine's Day means to them.

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