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INSURANCE SERVICES

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Legend of the Christmas Poinsettia



Poinsettias are tropical plants. Ever wonder how they became associated with Christmas? The story begins in Mexico.

According to Mexican lore, there was a young child, Pepita, who did not have a gift for the baby Jesus at a Christmas Eve service. She was very poor so all she could do was pick a bouquet of weeds to offer. The angels felt compassion for her plight. So, after Pepita set the flowers at the crèche of the nativity on Christmas Eve, the angels transformed the weeds into beautiful red flowers.

Source: almanac.com/poinsettia-christmas-story

Poinsettia Facts

Native to Mexico, the plant is called *Flor de la Noche Buena* (Flower of the Holy Night) due to its resemblance to the Star of Bethlehem.

\$250 million to the US retail economy.

There are over 100 varieties of poinsettia - red, pink white, yellow - solid colors, streaked, marbled and multicolored.

They can grow 10 to 15 feet tall in the wild.

California is the top US poinsettia producing state.

For over 150 years, December 12 was considered National Poinsettia Day to honor the day of Poinsett's death in 1851. In 2002, an Act of Congress made it official.

Source: almanac.com/poinsettia-christmas-story

Poinsettias Come to The US

An amateur botanist, Poinsett saw the flowers while visiting the Mexican town of Taxco.

He sent cuttings back to his plantation in Georgetown, SC.

There, they were called the "Mexican Fire Plant."

They soon became popular and were renamed for Mr. Poinsett.

Paul Ecke, who lived in California, discovered a technique to grow a fuller plant.

He began growing the plants by the thousands to sell for Christmas.

He promoted the poinsettias as a Christmas plant by sending them to TV studios.

Source: almanac.com/poinsettia-christmas-story

National Poinsettia Day



National Poinsettia Day, a day to celebrate the ever popular red flower used around the Christmas holiday season. When looking at a Poinsettia, all we can think of is “The Poinsettia is to Christmas like a pumpkin is to Halloween”

Source: daysoftheyear.com/days/poinsettia-day

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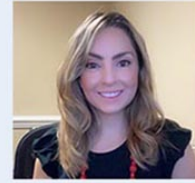
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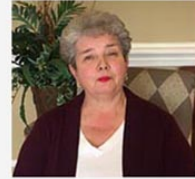
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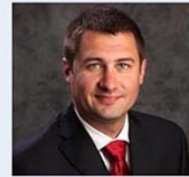
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