

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

Media Release
January 25, 2013

Give the Gift of Happiness this Valentine's Day *Research Suggests That Flowers Help Improve Mood*

TORONTO, ON – Valentine's Day is just around the corner, and it couldn't come a moment too soon. With the dark, dreary days and sub-zero temperatures of January bringing everyone down, Valentine's Day comes at a perfect time to send your sweetheart a gift that will uplift their spirits. When choosing that special gift for your loved one this year, why not choose one that will not only bring a smile to their face, but has been proven to have positive effects on their emotional well being as well? "Even though some people might think that sending your sweetheart flowers is cheesy and cliché, the simple fact is, it makes people smile," says Mark Cullen, flower extraordinaire and guest-speaker at Canada Blooms Garden Show. "The positive effects of flowers extend further than a simple smile, recent studies show that receiving flowers actually lifts mood and creates an internal feeling of immediate happiness."

A team of researchers explored the link between flowers and life satisfaction in a 10-month study of participants' behavioral and emotional responses to receiving flowers. The results show that flowers are a natural and healthful moderator of moods. As they say, "sometimes you have to stop and take time to smell the roses" - and now scientific research confirms it!

Here are some of the effects of flowers:

1. Flowers have an immediate impact on happiness. All study participants expressed "true" or "excited" smiles upon receiving flowers, demonstrating extraordinary delight and gratitude. This reaction was universal, occurring in all age groups.
2. Flowers have a long-term positive effect on moods. Specifically, study participants reported feeling less depressed, anxious and agitated after receiving flowers, and demonstrated a higher sense of enjoyment and life satisfaction.
3. Flowers make intimate connections. The presence of flowers led to increased contact with family and friends.

For more information on flowers and gardening, visit Canada Blooms – Canada's largest flower and garden celebration – **March 15th-24th, 2013** at the Direct Energy Centre, Toronto, Ontario.

About Canada Blooms

Canada Blooms is a not-for-profit organization that gives back to the community throughout the year by funding community garden projects around Ontario. Canada Blooms is also dedicated to providing the community with horticulture expertise, education and resources on an ongoing basis.

Now in its seventeenth year, Canada Blooms was founded by Landscape Ontario and The Garden Club of Toronto. Each year it is supported by a committed group of partners, sponsors and volunteers. The 2012-13 Festival sponsors include: UNILOCK, Scotts Canada, Ontario Tourism, Miracle-Gro, Canadian Cancer Society, Tourism Ireland, Discounters Pool and Spa, Lexus, Hyatt Regency, InterContinental Hotel Toronto, Hilton Garden Inn Toronto, Homes Publishing, Toronto Botanical Garden, Pick Ontario, Growers of Ontario, Twinings Tea, GardenMaking Magazine, Gardens Central Magazine, Canadian Gardening, Ontario Gardener Magazine, The Toronto Star, AM740, The New Classical 96.3FM, Epoch Times and CTV. _

Canada Blooms has been named One of Ontario's Top 100 Events by Festivals and Events Ontario and One of North America's Top 100 Events by the American Bus Association.

For more information and to purchase festival tickets please visit: www.canadablooms.com.

The 2013 Festival Highlights

Canada Blooms is Canada's largest flower and garden festival and is made up of five main areas of special presentation:

- (i) Flowers which come from the magnificent floral presentations of the newly named Toronto Flower Show which includes entries from regional, national and international competitors and innovative displays from well known professional florists and growers
- (ii) Education, featuring the best known garden and landscape experts from across Canada
- (iii) Marketplace showcasing the latest and greatest garden and landscape products and services
- (iv) The Feature Gardens created by Ontario's premier landscape architects and designers
- (v) Special Sponsor Features

Additional Highlights:

- The Grey Power "Garden Solutions" Educational Series
- The Master Gardeners Speakers Series
- Wine Sensory Garden presented by Reif Estate Winery & Mori Gardens
- Experience the Parklane and Tourism Ireland "Spring Gathering" etc.
- Win a Trip to the Gardens of Spain with Air Canada, Tourist Office of Spain and Toronto Star
- Scotts Canada "Ask the Experts and New Product" Stage
- RE/MAX "Get Curbalicious" Feature

Cultural Performances and Special Days

UNILOCK "CELEBRITY" STAGE PRESENTED BY HGTV. FUNDING SUPPORT PROVIDED BY PROVINCE OF ONTARIO.

SPECIAL DAYS – **FRIDAY, MARCH 15** – NTD CANADA – CHINESE CULTURE DAY WITH EVENING PERFORMANCE, **SATURDAY, MARCH 16** – UNILOCK CANADA DAY, **SUNDAY, MARCH 17** – ST. PATRICK'S DAY WITH TOURISM IRELAND, **TUESDAY, MARCH 19** – CTS-TV DAY, **THURSDAY, MARCH 21** – METROLAND MEDIA DAY – FIRST DAY OF SPRING, **FRIDAY, MARCH 22** – CP 24 DAY, **SATURDAY, MARCH 23** – SCOTTS CANADA DAY, **SUNDAY, MARCH 24** – GREY POWER INSURANCE DAY.

Sponsors

SUPPORTING: UNILOCK, GREY POWER, CITY OF TORONTO, ONTARIO TOURISM, GOVERNMENT OF ONTARIO, MEDIA SPONSORS – TORONTO STAR, CTV, CTV2, CP24, GARDENMAKING MAGAZINE, CANADIAN GARDENING, GARDENER LIVING MAGAZINE, GARDENS CENTRAL, HOMES PUBLISHING, METROLAND MEDIA, THE NEW CLASSICAL 96.3FM, THE NEW AM740, EPOCH TIMES, CTV-TS.

CONTRIBUTING: AIR CANADA, BTN, BEAVER VALLEY STONE, CANADIAN CANCER SOCIETY, CANADIAN GARDENING, CANADA'S GARDEN ROUTE PRESENTED BY VIA RAIL, CTV, CITY OF TORONTO AND TORONTO ZOO, CONNAISSANCE TRAVEL, TOURISM

SPAIN AND TORONTO STR, DAIRY FARMERS OF CANADA AND REIF WINERY, DISCOUNTER POOL AND SPA, DUFFERIN AGGREGATE, EARTHCO, EVERGREEN BRICKWORKS, EPOCH TIMES, FAFARD, GARDEN CLUB OF TORONTO, GARDENER LIVING MAGAZINE, GARDEN MAKING MAGAZINE, GARDENS CENTRAL MAGAZINE, GREY POWER INSURANCE, GRO-BARK, HILTON GARDEN INN, HOMES PUBLISHING, HUB INSURANCE, HYATT REGENCY, INTERCONTINENTAL HOTEL TORONTO, LEXUS, LOWE'S, METROLAND MEDIA NEWPORT PRIVATE WEALTH, NTD CANADA, PERMACON, FLOWERS CANADA, PICK ONTARIO, REIF, RE/MAX, SCOTTS CANADA, SPAIN, TRADEWINDS, TORONTO BOTANICAL GARDEN, TORONTO STAR, TOURISM IRELAND, TWININGS TEA, UNILOCK, VANOFF AND BLOKKEK, ZOOMER MAGAZINE.

-30-

Media Contact:

Sadie Chapple
Enterprise Canada
905-682-7203 x 222
schapple@enterprisecanada.com

Canada Blooms Contact:

Gerry Ginsberg
Canada Blooms
416.447.8655 x 24
gerry.ginsberg@canadablooms.com