

## **MEDIA RELEASE**

March 21, 2014

# **Driving Natural Beauty into Urban Spaces**

*Award-winning feature garden celebrates the wonder of Ontario's wilderness*

**TORONTO, Ont.** — The 18th Annual Canada Blooms festival is here and Bienenstock is celebrating in its award-winning feature garden.

Partnering with the Canadian Wildlife Federation and the Robert Bateman Foundation, and collaborating on the build with Genoscape Landscaping and VRS Masonry, Bienenstock's exhibit celebrates the natural beauty and wonder of Ontario's wilderness.

Complete with an interpretive nature trail, rolling topography, trickling streams, rushing waterfalls and a Carolinian forest of sycamore, hickory and oak, the space showcases some of the best of what nature has to offer. The project is part of a larger initiative to attract visitors young and old to the "wild" spaces beyond our cities, and also to drive some of that raw natural beauty into our urban parks and public spaces.

- On Twitter @bienenstock, @weloveponds, @VRSMasonry, @CWF\_FCF, @batemancentre
- On Facebook join the Group: Bienenstock Natural Playgrounds
- On Pinterest: [Pinterest.com/bienenstock](http://Pinterest.com/bienenstock)
- On the web: [naturalplaygrounds.com](http://naturalplaygrounds.com)

## **About Canada Blooms**

Canada Blooms is an annual world-class festival that connects people to the joys and benefits of nature through experiences with gardens and flowers by promoting, educating, inspiring and celebrating all aspects of horticulture. 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 18<sup>th</sup> 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. 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.

The 2014 Canada Blooms Festival Sponsors include: AM740, Canadian Gardening, Canadian Wildlife Federation, Fafard, Floral Dimensions, GardenMaking Magazine, CTV, Gardens Central Magazine, Growers of Ontario, HarrowsmithAlmanac, Homes Publishing, InterContinental HotelToronto, Metroland, The New Classical 96.3FM, Ontario Gardener Magazine, Ontario Tourism, Pick Ontario, Santa Margherita Wines, Scotts Canada, Toronto Botanical Garden, The Toronto Star, Tourism Ireland and UNILOCK.

## **About Bienenstock**

Headed by Adam Bienenstock, the company mission is to connect children and communities to nature through play. Based in Canada our environmentally sensitive, fully accessible parks and playgrounds celebrate the local natural heritage by reflecting local iconic landforms and natural materials. Our projects are made possible by our diverse public and private partnerships and the local champions that make each park unique. Our work can be found in cities, hospitals, zoos, nature centres, child cares, schoolyards, and backyards across Canada and the USA. For more information, please contact at 1-800-306-3319 or visit <http://www.naturalplaygrounds.ca>.

### **About the Canadian Wildlife Federation**

We spread the word about wildlife by producing all kinds of materials, many of which are beautifully designed free resources, such as classroom-linked curricula, top-quality posters, magazines, calendars and newsletters, and websites with online encyclopedias, fun interactive learning opportunities and regular online exclusives. Our goal? To inform Canadians about the precious resource that is our wildlife. We run many education and awareness programs that open people's minds to the wonderful world of wildlife and the value of healthy habitats. We also run funding and awards programs too that give financial aid to schools, academic researchers and local groups involved in conservation. We also advocate for wildlife by following and sharing our views on national issues that could affect the health and well-being of floral and faunal populations countrywide. And when necessary, we recommend legislative changes on behalf of species at risk.

### **About the Robert Bateman Foundation**

This Canadian public charity has a two-part mandate based on the life and works of Robert Bateman. To challenge the public and society's leaders to a new dialogue about our relationship with nature through strategic partnerships, research, collaboration and public education. And to assume custodianship of the intellectual property, collections and archives of Robert Bateman and other artists of nature, in perpetuity; and, to use every means possible to make the artworks and stories available to the public for education and inspiration.

Robert Bateman is already aligned with child-in-nature philosophies. He is associated in the public mind with pro-nature education by his work, writings and public speaking. He is widely regarded by the national and international conservation community as a "hero" because of his lifelong support and clearly articulated perspective. He is a natural and gregarious teacher and his artwork is vastly instructive. Finally, Robert Bateman is perceived by many to be one of the voices of reason and hope for healthy, rejuvenated and creative engagement with the natural world.

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