

# Canada Blooms

## THE FLOWER AND GARDEN FESTIVAL

### **MEDIA RELEASE**

February 7, 2014

## **Go WILD this Year at Canada Blooms**

*Canada's largest flower and garden festival returns to the Direct Energy Centre  
March 14-23, 2014*

**TORONTO, Ont.** — Celebrate the scents, sights and sounds of spring with WILD, the theme of the 18<sup>th</sup> annual [Canada Blooms](#) flower and garden festival.

During Canada Blooms, to be held March 14-23 at the Direct Energy Centre at Exhibition Place in Toronto, WILD will inspire designers and builders to create exciting and innovative pieces that will trigger the imaginations of garden enthusiasts and encourage them to embrace a new appreciation of spring that will enhance their senses.

“Spring evokes unforgettable feelings of rebirth and renewal that can inspire the gardener in us all,” says Colomba Fuller from Canada Blooms. “Our floral and garden designers will go WILD this year to create acres of fantasy gardens that will capture the imagination.”

Highlights of the 2014 Canada Blooms show will include:

- The **Feature Gardens** will showcase how landscape designers, architects and contractors interpret the WILD theme of Canada Blooms, with a stunning showcase of vibrant colours, alluring fragrances and captivating designs that will overtake your senses.
- The WILD flair will also be evident in the **Floral Runway**, to be designed and built by 10 professional floral designers. From day to day this display will change and bloom, but as the flowers wilt, they are refreshed to keep them beautiful and restored during the entire festival.
- The **Toronto Flower Show** will give amateur floral arrangers and garden club members a chance to showcase their talents and show off their green thumbs. The four categories, Horticulture Special Exhibits, Floral Design, Photography and Youth means there is something for anyone who is interested.
- A chance to win a trip for four, courtesy of **Tourism Ireland** and **Air Canada rouge**, to the **Wild Atlantic Way**, the longest defined coastal touring route in the world that stretches along 2,500 km of spectacular coastline on the west of Ireland. Entries to win a trip to the Wild Atlantic Way will be accepted during the Canada Blooms festival March 14<sup>th</sup> 23<sup>rd</sup>. This great prize package includes:
  - Return airfare for four to Ireland with **Air Canada rouge**;
  - Detailed maps & itineraries of Ireland's **Wild Atlantic Way**;

# Canada Blooms

## THE FLOWER AND GARDEN FESTIVAL

- Accommodations for seven nights;
- Seven-day car rental; and
- Full Irish breakfast daily.
- Connecting further with the Canada Blooms 2014 theme of WILD, Tourism Ireland is also delighted to sponsor the **Wild Atlantic Way Garden** at Canada Blooms. The Ontario based team at Landscapes by Lucin are designing a unique garden that will allow attendees experience a taste of the Wild Atlantic Way right here in Toronto!

Together, Canada Blooms and the National Home Show welcomed more than 200,000 guests to the show floor at the Direct Energy Centre, making it the largest home and garden event in North America the largest consumer event in Canada.

Tickets for Canada Blooms, part of the largest home and garden event in North America, are available at [www.canadablooms.com](http://www.canadablooms.com). Follow Canada Blooms on Twitter [@CanadaBlooms](https://twitter.com/CanadaBlooms) and Like it on [Facebook](https://www.facebook.com/CanadaBlooms).

### Canada Blooms 2014 Festival Information

**Dates:** Friday, March 14 to Sunday, March 23, 2014

**Hours:** 10 a.m. to 9 p.m. (Monday to Saturday); 10 a.m. to 5 p.m. (Sunday)

**Venue:** The Direct Energy Centre, Toronto Ontario

**Tickets:** Available online at [www.canadablooms.com](http://www.canadablooms.com). When you visit Canada Blooms: The Flower and Garden Festival you will also receive same-day admission to The National Home Show. Parking for 6,500 cars on site. Daily fees apply, free parking Monday, March 18<sup>th</sup> to Friday, March 22<sup>nd</sup> after 4 pm.

### 2014 Ticket Prices:

Category	Box Office	Online
Adult	\$20	\$17
Senior (65+)	\$17	\$14
Student (13-16 years)	\$16	\$13

### 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

# Canada Blooms

## THE FLOWER AND GARDEN FESTIVAL

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, Harrowsmith Almanac, Homes Publishing, InterContinental Hotel Toronto, 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 Tourism Ireland, Air Canada *rouge* and the Wild Atlantic Way**

Wild, rugged and unspoiled, Ireland's **Wild Atlantic Way** is the longest defined coastal touring route in the world, stretching along 2,500 km of spectacular coastline on the west of Ireland. **Tourism Ireland** and **Air Canada *rouge*** are delighted to partner with **Canada Blooms** in 2014 as the festival's International Vacation partner, offering a fantastic trip for four people to Ireland's Wild Atlantic Way as grand prize at this year's event.

Launching in March 2014, the Wild Atlantic Way is the road trip of a lifetime along Ireland's wild, west coast. Signposts and discovery points will direct travellers as they navigate their way along the epic touring route which stretches from the the Inishowen Peninsula in Donegal to Kinsale in County Cork.

For further details about the Wild Atlantic Way visit [www.ireland.com/wild-atlantic-way](http://www.ireland.com/wild-atlantic-way).

For more about Tourism Ireland at Canada Blooms. Contact Tourism Ireland's media team in Toronto on [media.ca@tourismireland.com](mailto:media.ca@tourismireland.com)

-30-

### **Media Contact:**

**Bruce Suds**

**Director of Sponsorship and Marketing**

**[Bruce@Engagers.ca](mailto:Bruce@Engagers.ca)**