

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

MEDIA RELEASE

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Canada Blooms' Curbalicious Delight

*Homeowners can win a professionally-designed landscaping project,
presented by RE/MAX*

TORONTO, Ont. — Enhancing curb appeal is one of the reasons so many Canadians invest in landscaping projects and maintain their yards with meticulous care.

We all know the way your home looks on the outside is a reflection of the inside. It's a trigger for potential buyers to want to view the inside or move on in their search of a dream home.

"An investment in the exterior of your property pays dividends in the value of your home on the real estate market and it affects the speed of sale when it hits that market," says Gurinder Sandhu, EVP/Regional Director, RE/MAX INTEGRA, Ontario-Atlantic Canada Division. "This critical first impression of your home will influence the interest of the potential buyer and add value to your offering."

Knowing that curb appeal plays such an important role in the value of your home, come visit the RE/MAX *Get Curbalicious* feature at Canada Blooms and get inspired to take your curb appeal to the next level.

When [Canada Blooms](#) kicks off March 14, 2014, at the Direct Energy Centre in Toronto, one of the first things attendees coming from The National Home Show will see is the RE/MAX *Get Curbalicious* feature. The display includes two visions of front yards designed by well-known landscape designers and is meant to encourage home owners to find unique ways to add value through landscaping.

Canada Blooms attendees will be invited to enter to win the RE/MAX *Get Curbalicious* Grand Prize that includes:

- Consultation and custom design for winner's front yard – *an estimated value of \$5,000 provided by Denis Flanagan, Public Relations Director, [Landscape Ontario](#);*
- \$10,000 cash prize to be spent on goods and services supplied exclusively by members of Landscape Ontario to execute the custom landscape design.
- Presentation of a personalized planter's guide with specific plant material to guide the Homeowner Plan – *an estimated value of \$1,000 provided by Denis Flanagan, Public Relations Director, [Landscape Ontario](#);*

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- Gardener's Care package which includes, but is not limited to, pruners, books, tools, fertilizer – *an estimated value of \$1,000 provided by Landscape Ontario and Canada Blooms*

"Canada's largest flower and garden festival is the ideal venue to give homeowners tips and ideas for beautifying their property," says Bruce Sudds, Director of Marketing and Sponsorships at Canada Blooms. "This is the only show where you will find top floral and landscape designers alongside the latest trends that will bring colour to our neighbourhoods and make our homes more appealing."

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 18th 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.

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