

# Canada Blooms

## THE FLOWER AND GARDEN FESTIVAL

### MEDIA RELEASE

March 2014

## Celebrate St. Patrick's Day at Canada Blooms

*Canada's largest flower and garden show celebrates everything Irish*

**TORONTO, Ont.** — On March 17th grab your friends, family and brightest green shirt and head to Canada Blooms at the Direct Energy Centre where Tourism Ireland is celebrating everything Irish!

Experience the magic of the island of Ireland by visiting Tourism Ireland's feature Garden *The Wild Atlantic Way*, a 1,400-square-foot garden inspired by the landscape, history and culture of Ireland's rugged and unspoiled west coast.

"We are excited to showcase what makes Ireland so hauntingly beautiful in *The Wild Atlantic Way* feature garden," said Jayne Shackelford, Manager of Tourism Ireland Canada. "This year we have created a garden that incorporates archaeological, cultural and geological features of the Irish landscape that offers a unique opportunity for Canadians to experience an authentic Irish-filled St. Patrick's Day."

The Wild Atlantic Way garden features:

- Five "sheep boulders," weighing between 200 and 300lbs each, grazing in the grass;
- 24 tons of natural flagstone to create the stone walls and "castle ruin" archway;
- An Irish country cottage; and
- Three dolmen stones that weigh two tons in total.

In addition to the feature garden, guests to Canada Blooms on March 17th can expect Irish-themed activities for the whole family, including:

- Gift bags from Tourism Ireland to the first 1,000 visitors to Canada Blooms;
- A music show from the Irish Choral Society of Canada on both the main stage and in the Irish garden;
- The opportunity to meet guests from B&B Ireland, Shannon Heritage, Visit Derry and Air Canada Vacations, and
- The chance to win a trip for four to Ireland's *Wild Atlantic Way* with Air Canada *rouge*

### About The Wild Atlantic Way

The Wild Atlantic Way is Ireland's new 2,500-km coastal touring route — winding along the length of Ireland's western shore, from Malin Head, the northern tip of County Donegal, to the southern culinary hotspot of Kinsale in County Cork.

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### **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, 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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