



MEDIA RELEASE

January 13, 2015

Let's Play! At Canada Blooms

Canada's largest flower and garden show has been connecting us to nature for nearly 20 years

TORONTO, Ont. — Canada Blooms has been connecting people to the joys and benefits of gardens and flowers for nearly two decades, a tradition that will continue this spring with a revamped show that continues to put a spotlight on the very best in Canadian gardening.

Once again co-locating with the National Home Show at the Direct Energy Centre at Exhibition Place in Toronto, the 19th edition of Canada Blooms will have a new look and feel when it opens on March 13th, 2015.

“At its heart, Canada Blooms will always be about a passion for gardens and flowers, with a strong focus on trends and education that will make all of us better when working in the dirt,” says Terry Caddo, General Manager of Canada Blooms. “But we are making some changes to the look and feel of the show, something we feel will put more emphasis on those core pillars of Canada Blooms and really emphasize what we are about.”

It starts with a move to a new location in the Direct Energy Centre. A grand entranceway through the National Home Show will lead patrons to Canada Blooms, and lower ceilings in the area are facilitating a \$250,000 enhancement in lighting that will provide a better showcase for the feature gardens and create better ambiance throughout the Festival.

Logistically speaking, there is no underground parking below the new location, meaning there are no longer weight restrictions on the feature gardens and how much material can be used in their design. Other features that will make up this year's show include:

- **The Toronto Flower Show**, the biggest flower show in Canada and annually one of the most popular events at Blooms, gives 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 — offers something for anyone who is interested.
- Learn how to incorporate exercise elements into your garden with **Landscape Ontario's Otium Garden**, including a natural climbing wall.
- Learn from the best. With three stages featuring more than 200 hours of seminars from top garden experts and celebrities, including **The Pond Stars** from National Geographic and TV gardening experts **Mark Cullen** and **Frankie Flowers** on the Unilock Celebrity Stage.

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- The *Let's Play!* theme will inspire the expert designers, architects, builders and floral superstars responsible for the **Feature Gardens**, a stunning showcase of vibrant colours, alluring fragrances and captivating designs that will overtake your senses.
- The design flair will also be evident in the **Floral Alley**, 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.

Started by Landscape Ontario and The Garden Club of Toronto in 1996, Canada Blooms was an immediate hit, drawing more than 70,000 visitors over five days. Today, Canada Blooms has grown into Canada's largest garden and flower festival; last year, more than 200,000 folks passed through the garden gates to peruse the brilliant feature gardens or catch up on the latest trends in garden design. Supported and sustained 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.

Canada Blooms will be held from March 13 to 22, 2015, at the Direct Energy Centre at Exhibition Place in Toronto. For more information or for tickets, please visit canadablooms.com. Follow Canada Blooms on Twitter [@CanadaBlooms](https://twitter.com/CanadaBlooms) and Like it on [Facebook](https://www.facebook.com/CanadaBlooms).

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 19th 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.

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