



## **MEDIA RELEASE**

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### ***Brides-to-be Get Inspired at Canada Blooms***

*All your wedding floral ideas are at Canada's largest flower and garden show*

**TORONTO, Ont.** — Winter may be holding fast, but wedding season is fast approaching. What better way to gain inspiration and floral ideas for this year's wedding than in the warmth of Canada's largest indoor flower and Garden show at Canada Blooms?

A showcase of beautiful gardens, outdoor settings, detailed workshops and advice from experts, Canada Blooms is full of inspiring trends and floral fashions for those planning to take a walk down the aisle. Canada Blooms takes place March 13-22 at the Direct Energy, Exhibition Place, Toronto.

"I have noticed more and more wedding bouquets having a wilder and more natural feel to them, with a strong focus on local flowers," says Paul Zammit, Director of Horticulture at Toronto Botanical Garden. "Canada Blooms is a great place to see the emerging floral trends, and maybe even get ideas on how you can green up your special day."

Zammit and the experts at Canada Blooms offer in the following advice when seeking your wedding flowers:

1. **Choose Your Colour Scheme:** At this time of year there's nothing but white snow and pure ice as far as the eye can see. Step into the world of flowers at Canada Blooms and see which colours go together the best. Discover the newest trend of colours for this season.
2. **Learn how to D.I.Y:** Listen and learn with expert bouquet designer Margaret Taylor and surprise your bridesmaids with hand-tied flower bouquets. Join Kate Seaver in the art of flower arranging and master the skills to make your own centerpieces.
3. **Envision your outdoor setting:** Take a stroll through a variety of gardens, terraces and landscapes to learn which features would look best at your ceremony this spring or summer. Gain design ideas and chat with flower experts on hand to answer any questions you may have.
4. **Find your theme:** Flowers can tell a lot about a person. With so many flowers to choose from, decisions can be difficult. Explore all types of flowers at once and decide which you prefer — do you like the romantics, such as roses and irises, or wildflowers such as morning glory and baby's breath — to complete your desired wedding setting.
5. **Discover what's in style:** See which flowers made it to this year's show and discover the hottest in flower trends, arrangements and bouquet design before everyone else. Experts will be on hand to discuss your questions, tip and tricks to make your floral arrangements picture perfect.
6. **Think outside the box.** Maybe your ideal isn't even a flower at all. Zammit says there is a growing trend towards eco-friendly options in décor, including succulents and

tillandsia (air plants). “I like to remind brides thinking about incorporating succulents into their bouquets, table arrangements and even boutonnieres that following their wedding, the plants can be rooted, potted and kept as a living keep sake of their special day,” he says. “Reduce and reuse at its best. I love it!”

Canada Blooms will be held from March 13<sup>th</sup> to 22<sup>nd</sup>, 2015, at the Direct Energy Centre at Exhibition Place in Toronto. For more information or for tickets, please visit [canadablooms.com](http://canadablooms.com). Follow Canada Blooms on Twitter [@CanadaBlooms](https://twitter.com/CanadaBlooms) and Pinterest.

### **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 19<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.

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