



## **MEDIA RELEASE**

January 2016

### ***It's a Party at Canada Blooms***

*Canada's largest flower and garden show celebrates 20 years*

**TORONTO, Ont.** — Canada Blooms has spent the past 20 years connecting people of all ages to the benefits of nature by displaying the rejuvenation of the senses that comes from the art of gardening.

To celebrate its 20<sup>th</sup> anniversary, Canada Blooms has chosen the theme 'It's a Party' which will feature fantasy gardens that are sure to captivate and stretch the imagination.

"Plants have always been a way to symbolize beauty and life," says Terry Caddo, General Manager of Canada Blooms. "As we celebrate 20 years of inspiring gardeners across the country here at Canada Blooms, we also want to take the time to celebrate life, and the many milestones it presents us with."

Opening on March 11, 2016, the show will once again be co-located with the National Home Show at the Enercare Centre at Exhibition Place in Toronto. The space is equipped with lower ceilings which aids in creating an ambient space where guests can escape the chill of winter, and relax in a tropical atmosphere.

Some features that will make up this year's show include:

- **More than 25 feature gardens** created by the expert designers, architects, builders and floral superstars inspired by the theme of 'It's a Party.' A stunning showcase of vibrant colours, alluring fragrances and captivating designs that will overtake your senses.
- The design flair will also be evident in Bayview Flowers **Floral Alley**, to be designed and built by 6 professional floral designers focusing on the "Seasons of Life." 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.
- Enjoy over a hundred hours of gardening and floral advice from industry professionals such as TV gardening stars **Frankie Flowers**, and **Mark Cullen** during the inspiring and educational seminars to take place throughout the festival.
- **The Plant and Product Showcase** will be back by popular demand showcasing equipment, innovative products, and a number of plants, including the new varieties of 2016.

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 with more than 200,000 folks passing 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 11<sup>th</sup> to 20<sup>th</sup>, 2016, at the Enercare 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 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. Co-locating with the National Home show to create North America's Largest Home and Garden event, Canada Blooms is 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 20<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.

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