



MEDIA RELEASE

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Everything's coming up Gerberas

Canada Blooms announces the 'Garvinea Sweet' series of gerberas as plant of the year

TORONTO, Ont. — With a bloom that will last for the entire Canadian summer, the 'Garvinea Sweet' series of gerberas has been chosen by Canada Blooms as its 2016 plant of the year.

Canada Blooms — the country's largest garden and flower festival — has been connecting people to the joys and benefits of gardens and flowers for 20 years now, and its pick for "plant of the year" is always a highly anticipated announcement that sets the stage for flower trends and colours for the upcoming spring.

"The 'Garvinea Sweet' series of gerberas is a great plant for people with all different levels of gardening know-how," said Terry Caddo, General Manager of Canada Blooms. "The 'Garvinea Sweet' is a reliable garden performer in the spring, summer and fall with increased disease tolerance, cold tolerance and an excellent re-bloom habit that makes it the perfect plant for everyone and the perfect plant to be named Canada Blooms 2016 plant of the year."

During the 2015 and 2015 growing seasons at the University of Guelph trial garden program, 'Garvinea Sweets' were found to thrive in well-drained soil and continued to bloom from the time it was planted until winter arrived.

Gerberas are now available in the outdoors-friendly 'Garvinea Sweet' series from Florist Holland, especially suited for outdoor use in both containers and the gardens. They can also be purchased at Canada Blooms in March 2016 in the following selections: Sweet Glow (orange), Sweet Heart (pink), Sweet Honey (golden yellow), Sweet Smile (yellow), and Sweet Surprise (pink-violet).

Canada Blooms will be held from March 11 to 20, 2016, at the Enercare 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. 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 20th 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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