



MEDIA RELEASE

March 10, 2017

Canada's Largest Flower and Garden Festival is Now Open!

Canada Blooms returns with a nod to Canada's sesquicentennial celebrations

TORONTO, Ont. — You can't miss the floral rendition of the official logo of the Canada's 150 celebrations.

The rather large floral art piece is just the beginning of Canada Blooms 2017, the largest flower and garden festival in the country, and represents a mere fraction of the 20,000 plants that await within. And that says nothing about the seminars, workshops, marketplace and Toronto Flower Show that make the 21st annual Canada Blooms a must-attend event for gardeners old and new.

"Consider this a sneak peek at spring," says Canada Blooms General Manager Terry Caddo. "This winter hasn't been particularly awful, but it has still been damp and grey and, at times, quite cold. Canada Blooms is an infusion of colour and vibrancy when you need it most, and will get you in the mood for the spring planting season."

Now open at the Enercare Centre at Exhibition Place in Toronto, Canada Blooms is showcasing the latest trends, gardening tools and expertise until March 19th. Highlights of this year's show include:

- Oh! Canada theme celebrating Canada's 150th anniversary
- Brampton Brick's Do Up the Doorsteps gardens for small spaces
- Floral Alley, with innovative displays inspired by Canada
- Ontario Growers Grove underscoring the importance of native plants
- Seminars, with more than 100 hours of demonstrations from leading experts
- pickOntario Flower Market, gathering the best plants from Ontario's top growers
- 30 Feature gardens featuring the latest trends in garden design and landscaping
- The Secret Garden Path inspired by the tragic story of Chanie Wenjack
- Botanical Art Exhibition, presented in conjunction with the ROM
- Tools for a greener lawn, presented by Troy-Bilt
- Fafard Gardening Experience Workshops, teaching all about soil and seed planting
- Lechuza Wine Garden where you can kick back and relax for a spell

"Canada Blooms has become one of Toronto's most successful events, attracting volunteers and patrons from all across Canada and the United States," says Terry. "Already a popular destination with tour



groups, gardeners from Bermuda, France, the United Kingdom and the United States now rank Canada Blooms as being one of the top five shows of its kind.”

Canada Blooms by the Numbers:

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| 200,000 | <ul style="list-style-type: none"> • The number of visitors who annually attend Canada Blooms |
| 9,000 | <ul style="list-style-type: none"> • Plants grown from bulbs |
| 3,500 | <ul style="list-style-type: none"> • Annuals • Size of the Lechuza Wine Garden, in square feet |
| 3,000 | <ul style="list-style-type: none"> • Perennials |
| 1,500 | <ul style="list-style-type: none"> • Square footage of the PickOntario Flower Market |
| 1,000 | <ul style="list-style-type: none"> • Flowering shrubs • Tropicals |
| 750 | <ul style="list-style-type: none"> • Evergreens |
| 300 | <ul style="list-style-type: none"> • Trees |
| 100 | <ul style="list-style-type: none"> • Canada Blooms is one of Ontario’s Top 100 Festivals • Hours of seminars and demonstrations by Canada’s leading gardening experts |
| 30 | <ul style="list-style-type: none"> • Feature Gardens |
| 21 | <ul style="list-style-type: none"> • Annual years Canada Blooms has been helping us kick off spring |
| 9 | <ul style="list-style-type: none"> • Brampton Brick’s Do Up the Doorsteps, gardens for small spaces |
| 8 | <ul style="list-style-type: none"> • Garden Tours through Canada Blooms • Floral Artists building Floral Alley |
| 3 | <ul style="list-style-type: none"> • Stages for seminars and workshops |

Co-located with the National Home Show, Canada Blooms takes place March 10th to 19th, 2017, 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. 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 21st 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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For more information, please contact:

Kalvin Reid
Media Relations Officer
Email: kreid@enterprisecanada.com
Mobile: 289.241.7936
Office: 905.346.1233