

**Media Release**  
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## **Selling your Home? Landscaping can Increase Property Value**

*Curb appeal made easy at Canada Blooms with RE/MAX 'Get Curbalicious'*

**Toronto, Ont.**— As the snow starts to melt away, exposing the brown, lifeless vegetation that's been hibernating underneath, even the most dedicated gardeners can feel overwhelmed.

But rather than be defeated, it's actually an opportunity in the making, offering a clean slate for gardening and landscape makeovers.

If the warm sun and blue skies aren't enough to motivate you to start your spring gardening, you should consider that landscaping could actually increase the value of your home and can even help you sell your home faster. What's more, unlike other investments in your home, landscaping has a recovery value of 100%-200%.

"Studies in Canada and the U.S. show that landscaping can add anywhere from 4% - 15% to the value of your home," says Denis Flanagan, landscaping extraordinaire and Director of Public Relations for Landscape Ontario. "Improving your home's curb appeal also increases the likelihood that potential buyers will come take a look at your property. People judge a home from the curb. Professional landscaping helps create a good first impression of your property, and it may even give you a (h)edge over the Joneses'."

If you're selling your home, or just looking for a change, the gardening experts at Canada Blooms can offer some great ideas for improving your property's curb appeal. Professional real estate agents from RE/MAX will also be on-site this year, at the National Home Show, which is co-located with Canada Blooms at the Direct Energy Centre.

At the RE/MAX "Get Curbalicious" booth, 4 designers have their own take on the properties allocated to them, and design curb appeal based on one of these four categories: Japanese, whimsical, traditional or classical while.

### **Get Curbalicious and Win a Landscape Makeover!**

Grand Prize Includes:

- consultation and customized landscape design, advice on all your gardening questions
- gardeners care package to help you maintain a gorgeous garden
- \$10,000 to be redeemed on garden products and services

"Just as freshly trimmed, well-groomed gardens can increase your property's value – poor landscaping, overgrown and diseased plants can drastically decrease your property's value," says Flanagan. "With Canada Blooms and The National Home Show under the same roof, visitors have a change to get advice from experts in the best of both worlds."

## **About Canada Blooms**

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 seventeenth 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 dedicated 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 and the Garden Event of the Year by the Canadian Garden Coalition.

For more information on flowers and gardening, visit Canada Blooms – Canada's largest flower and garden celebration – **March 15<sup>th</sup>-24<sup>th</sup>, 2013** at the Direct Energy Centre, Toronto, Ontario.

For more information and to purchase festival tickets please visit: [www.canadablooms.com](http://www.canadablooms.com).

### **The 2013 Festival Highlights**

Canada Blooms is Canada's largest flower and garden festival and is made up of five main areas of special presentation:

- (i) Flowers which come from the magnificent floral presentations of the newly named Toronto Flower Show which includes entries from regional, national and international competitors and innovative displays from well known professional florists and growers in partnership with pickOntario.
- (ii) Education, featuring the best known garden and landscape experts from across Canada on three stages.
- (iii) Marketplace showcasing the latest and greatest garden and landscape products and services
- (iv) The Feature Gardens created by Ontario's premier landscape architects and designers
- (v) Special Sponsor Features

### **Additional Highlights:**

- Over 20 spectacular gardens created by Ontario's premier landscape corporations.
- The Grey Power Educational Series
- The Master Gardeners Speakers Series
- The Scott's Miracle-Gro Learning Stage
- The Unilock Celebrity Stage presented by HGTV
- Wine Sensory Garden presented by Reif Estate Winery & Mori Gardens
- Experience the Parklane and Tourism Ireland "A Spring Gathering" etc.
- Win a Trip to the Gardens of Spain with Air Canada, Tourist Office of Spain, Connaissance Travel and Toronto Star
- RE/MAX "Get Curbalicious"
- Twinings Tea Garden
- pickOntario Floral Area and Stage Programs.
- Neville MacKay presented by Oasis and FloraLife
- The Toronto Flower Show
- Children's Gardening Experiences with Fafard and Floral Dimensions

- Canada's Garden Route presented by VIA Rail Canada
- The Chinese Culture Garden presented by NTD-TV

### **Cultural Performances and Special Days**

UNILOCK "CELEBRITY" STAGE PRESENTED BY HGTV. FUNDING SUPPORT PROVIDED BY PROVINCE OF ONTARIO.

SPECIAL DAYS – **FRIDAY, MARCH 15** – NTD-TV – CHINESE CULTURE DAY WITH EVENING PERFORMANCE, **SATURDAY, MARCH 16** – UNILOCK DAY, **SUNDAY, MARCH 17** – ST. PATRICK'S DAY WITH TOURISM IRELAND, **MONDAY, MARCH 18<sup>TH</sup>** – CANADIAN WILDLIFE DAY, **TUESDAY, MARCH 19** – CTS-TV DAY, **WEDNESDAY, MARCH 20<sup>TH</sup>** – PICK ONTARIO DAY, **THURSDAY, MARCH 21** – METROLAND MEDIA DAY – FIRST DAY OF SPRING, **FRIDAY, MARCH 22** - CP 24 DAY, **SATURDAY, MARCH 23** – SCOTTS CANADA DAY, **SUNDAY, MARCH 24** – GREY POWER INSURANCE DAY.

### **Sponsors**

**SUPPORTING:** UNILOCK, GREY POWER INSURANCE, CITY OF TORONTO, ONTARIO TOURISM, GOVERNMENT OF ONTARIO. **FOUNDERS:** GARDEN CLUB OF TORONTO, LANDSCAPE ONTARIO. **MEDIA SPONSORS** – TORONTO STAR, CTV, CTV2, CP24, CTS-TV, EPOCH TIMES, GARDENMAKING MAGAZINE, CANADIAN GARDENING, GARDENER LIVING MAGAZINE, GARDENS CENTRAL, HOMES PUBLISHING, METROLAND MEDIA, NTD-TV, THE NEW CLASSICAL 96.3FM, THE NEW AM740.

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