



MEDIA RELEASE

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The Therapeutic Benefits of Flowers

Plants are good for your body ... and mind

TORONTO, Ont. — A splash of colour in the garden. A beautiful centrepiece on the table. Gently dancing in the wind in an open field. The beauty of flowers is unparalleled.

But the benefits go beyond the visual. In more ways than one, surrounding yourself with flowers will improve your health — both physical and mental. Working in the garden is a form of exercise and will burn calories — not to mention being out in the fresh air. There are also advantages to working in the soil, providing your body nitrogen that nourishes the skin and promotes blood flow.

“A plant can oxygenate your room, and it has been proven that having plants in a corporate setting will improve productivity,” says Jennifer Harvey, an award-winning floral and event designer. “We can talk about the exercise that comes from working in the garden or the health benefits of fresh fruits, vegetables and herbs.

“As important as the physical benefits of gardening and having plants is, to me, the artistic side, the expression and emotional release that comes from working on a floral arrangement.”

Jennifer is one of the Floral Superstars at Canada Blooms 2016 designing and building pieces for various elements of the Show, including the Floral Alley and the Merry Meadows feature garden, sponsored by Gatto Flowers. While she has made a name for herself as a wedding specialist and has provided floral designs for corporate events and prominent political figures, she is also a practitioner and teacher of flower therapy.

In working with people who live with autism, cerebral palsy and other disabilities, Jennifer has found floral arranging to be an artistic outlet that improves their well-being.

“Like many other art forms, floral design allows you to open up, articulate your feelings and release your emotions in a way that you otherwise cannot,” she says. “You work hard to arrange the blooms into a fabulous art piece, and then they are there, living for your benefit. It is incredibly therapeutic to take all this different living pieces and crafting them into something beautiful.”

Jennifer will be making several presentations over the course of the 10 days of Canada Blooms, including Art in Flowers, Wedding DIY Arrangements and Flowers & Song, which she does with Elvis impersonator Roy LeBlanc.

Co-located with the National Home Show, Canada Blooms takes place March 11th to 20th, 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. 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. 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: