



BUILT FOR LIFE™

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TROY-BILT® OFFICIAL SPONSOR OF CANADA BLOOMS

KITCHENER, Ontario – January 31, 2017 –Troy-Bilt® is happy to announce their official sponsorship of the 2017 Canada Blooms show.

Canada Blooms is Canada's largest flower and garden festival with over 200,000 visitors in attendance. The show runs from March 10-19 at the Enercare Centre in Toronto, Ontario and is co-located beside the National Home Show.

Troy-Bilt will host an onsite booth featuring key products from their lawn and garden season lineup including the top rated [InStep™ Self-Propelled Lawn Mower](#).

National Sales Manager Michelle McNab will also be a featured guest speaker on the Hortus TV Garden Solutions Stage on Thursday, March 16. She will be educating the audience on the durability and ease of use of Troy-Bilt products. Outdoor power equipment best practices will also be discussed with a full question and answer period to follow.

Troy-Bilt will also launch the "Yard Appeal" contest, giving guests of the show a chance to win \$1000 worth of Troy-Bilt lawn & garden equipment. Providing them with everything they will need to increase their "yard appeal" for the coming season.

Leading up to the show Troy-Bilt will also be drawing one winner per week with their [#TROYBLOOMS](#) contest. Anyone who posts a photo on Facebook, Twitter and Instagram with [#TROYBLOOMS](#) will be entered to win two (2) tickets for Canada Blooms.

Troy-Bilt is excited to be part of this truly Canadian show, the same year as the 150th anniversary of Canada.

ABOUT TROY-BILT

Back in 1937, Troy-Bilt® introduced the very first rototiller into the North American landscape, it was considered a remarkable innovation for its time. From the start, a reputation for quality and durability helped Troy-Bilt grow strong, adding mowers and other outdoor power equipment along the way.

We had a dream that started with a tiller. It grew through inspiration and perspiration. And today, the Troy-Bilt family is flourishing, offering a healthy selection of riding mowers, walk-behind mowers, tillers, cultivators, trimmers, and snow throwers all designed with your outdoor dreams in mind.

For more information, contact:

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Or visit troybilt.ca and the [Troy-Bilt Canada Facebook](#) page.