



**MEDIA ADVISORY**

**March 6, 2017**

**Canada Blooms Kicks Off with a Media Exclusive:  
Behind-the-Scenes Look at the 2017 Festival**

*Stop and smell the Canadian Shield™ roses at Canada Blooms Media  
Preview*

**TORONTO, Ont.** — Year in and year out, Canada Blooms – the largest flower and garden festival in the country – awes and inspires gardening lovers with the innovation, artistry and beauty of its gardens and floral displays.

At this year's festival, there's a party brewing to help celebrate Canada's 150th anniversary in 2017. Canada Blooms is marking Canada's sesquicentennial with the theme Oh! Canada and this distinctly Canadian flavour will be ever so noticeable throughout Canada Blooms – to be held March 10-19 at the Enercare Centre, Exhibition Place, Toronto – from the design of the displays to the plants being used. Central to this Oh! Canada theme is the 2017 Plant of the Year, the Canadian Shield™ rose which will be on display at Canada Blooms' media preview event.

**What:** Canada Blooms Media Preview Event

**When:** March 10, 2017

**Time:** Media registration opens at **7:00 a.m.**

Official event start at **8:00 a.m.**

**Where:** Salon 107, Enercare Centre, Exhibition Place, 100 Princes' Blvd.,  
Toronto, ON M6K 3C3

The media preview will include breakfast, welcoming remarks and a ribbon cutting ceremony. Event MC will be Order of Canada recipient Mark Cullen. The event will also include a show tour of Canada Blooms as well as an opportunity for one-on-one interviews and photographs with General Manager Terry Caddo and Canadian gardening celebrity Mark Cullen.

***Please RSVP to Melissa Andrade at [mandrade@enterprisecanada.com](mailto:mandrade@enterprisecanada.com) if you have not already been in contact.***

**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 21<sup>st</sup> 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.

For information or to purchase tickets please visit [canadablooms.com](http://canadablooms.com).

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**For more information, please call:**

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