



MEDIA RELEASE

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Walk the Red Carpet of Floral Alley

Unique pieces of floral art inspired by Hollywood's best films

TORONTO, Ont. — We are celebrating everything about the movies at Canada Blooms 2018.

No question, filmmakers pour their soul into their art, and the same can be said about the floral creations inspired by the silver screen at Canada Blooms. Stunning arrays of colours arranged into unique designs, refreshed daily over the course of the 10-day show, lead you down Floral Alley and into the heart of the show.

“The passion and creativity that has gone into this year’s floral designs are stunning,” says Jennifer Harvey, a professional floral designer and head of floral procurement and design at Canada Blooms. “They will send your senses into overload. Canada’s best floral designers are on hand, and they always dazzle.”

Each professional floral artist has assembled a piece of floral art that represents what the Canada Blooms theme, Let’s Go to the Movies, means to them. This year’s creations in Floral Alley include:

- **‘The Cage’** by eco|stems and arranged by Joseph Delarge.
- **Breakfast at Tiffany’s** by floral artist Jennifer Harvey.
- **Hollywood Red Carpet Movie Night** by Lena’s Floral Designs.
- **Opening Night Flowers** arranged by Nicholas Smith.
- **Posies Flower Studio**, with arrangement by Araz Adam.
- **Let’s Grow to the Movies**, a design by Pure Event Design and arranged by Julie Drago.

Other Floral Alley creations on display include works by Sveta Shedenkova, Alma Florist/4165 Florist and Sabine Calame.

March 13th at Canada Blooms will be Professional Florists Day, sponsored by Highland Evergreen and Farm to Canada. Harvey and Cineplex personality Tanner Z will cohost the day that includes live floral pop up installations as floral designs are created in real time. Florists will take over the main stage with several design shows, including the always fun Mystery Box challenge and a floral fashion catwalk featuring fabulous dresses created with fresh florals.

A floral design competition for Canada Blooms designer of the year will give competitors 45 minutes to create an award-style trophy, with the day wrapping up with the presentation in the wine lounge and an industry-only networking event.



Co-located with the National Home Show, Canada Blooms takes place March 9th to 18th, 2018, 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 22nd 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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