



MEDIA RELEASE

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Pick the Right Bouquet this Valentine's Day

Canada Blooms provides tips for selecting floral arrangements

TORONTO, Ont.— Valentine's Day is just around the corner, which means Canadians will soon be on the hunt for creative ways to showcase their affection for the ones they love.

People are often eager to impress partners by gifting boxes of chocolates and playing romantic music, however there is something special about receiving a bright bouquet of flowers that speaks to the spirit of the holiday.

"Valentine's Day is about sharing moments with people you love and cultivating connection," says Terry Caddo, General Manager of Canada Blooms "Floral bouquets make an excellent gift because they come in a variety of colours and designs that can be customized to match your partner's personality."

With endless options available, picking the perfect arrangement for Valentine's Day can be a daunting task. Looking to impress your date this Valentine's Day? Jennifer Harvey, Certified Floral Designer, has teamed up with Mark's Choice and Canada Blooms to offer the following tips:

- **Preferences:** It's important to consider the person receiving a floral arrangement when picking out a personalized bouquet. Do they have a favourite flower or favourite colour? Use these details as a starting point when beginning your search.
- **Purchasing:** Consider budget when deciding where you want to purchase your bouquet. Local florists, farmers' markets, grocery stores and online shops sell a range of floral options suited to select price points.
- **Planning:** Be proactive and take time to plan your arrangement, as it never hurts to order early. Working with a florist is a beneficial option, as it ensures your bouquet has a professional and personalized touch. Determine ahead if you are looking for a bouquet that is hand tied, in a basket or designed for a vase and cut accordingly.
- **Trends:** Think about taking inspiration from fresh floral trends when customizing a bouquet. Pantone's Living Coral is currently "Colour of the Year"; incorporating florals with this dynamic pop of pink into a bouquet can create vibrancy and spark. Use of foliage and natural grass within arrangements is also on-trend and can bring texture and movement into a bouquet.

"Try thinking outside the box and picking a floral arrangement that is unexpected," said Jennifer Harvey, Canadian Certified Floral Designer. "Taking the time to plan personal details and selecting florals with colours and textures that appeal to your partner's preferences will help to make a memorable impression."



Mark's Choice is Mark and Ben Cullen's personal seal of approval on more than 200 gardening products available exclusively at Home Hardware stores across Canada.

Co-located with the National Home Show, Canada Blooms takes place March 8th to 17th, 2019, 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 entering its 23rd 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.

About Mark's Choice

Mark's Choice Ltd. is a horticultural communications and marketing company, with the brand being attached to dozens of products available at Home Hardware stores across Canada — including gardening tools, soil, seeds, gloves and other equipment useful in the garden. Before a product is approved as Mark's Choice, it must pass rigorous testing, ensuring it is made from high-quality materials, meets the needs of Canadian home gardeners, is tough enough to stand up to commercial use and will help Canadians create great looking lawns and gardens. Possibly Canada's best-known gardener, Mark's Choice President Mark Cullen is a third generation career gardener, and a "garden communicator" unlike any other. He is a best-selling author, with more than 20 books on gardening to his credit. Mr. Cullen actively maintains his website markcullen.com, where he has answered more than 10,000 questions from gardeners across the country.

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