



## MEDIA RELEASE

March 2019

### Canada Blooms Announces Floral Artist of the Year

*Competitors draw inspiration from “The Ties that Bind” for live floral designs*

**TORONTO, Ont.**— Canada Blooms, Canada’s largest flower and garden show, is pleased to announce Bruno Duarte of Fresh Floral Creations as Floral Artist of the Year for 2019. Competing in the first live Floral Artist of the Year Competition at Canada Blooms on March 15th, Duarte crafted a stunning design to earn top prize of \$1,000 and a coveted title.

“We are ecstatic to award the title of Floral Artist of the Year to Bruno Duarte,” says Jennifer Harvey, Canadian Certified Floral Designer. “He arranged a breathtaking piece that captured the spirit of this year’s competition and really wowed the judges.”

Twelve of the nation’s top amateur and professional floral designers came out to compete for the title of Floral Artist of the Year, where they were given identical materials and four hours to create an original floral design. Competitors were also tasked to draw inspiration from the theme: ‘The Ties That Bind.’

“It is truly remarkable what competitors were able to accomplish in only a few hours,” says Harvey. “Each designer interpreted the theme from their own perspective to craft masterful displays and brought an incredible level of passion, talent and creativity to the table.”

Talented floral designers and artists also received awards this year for their spectacular work in **Floral Alley**:

- **Best Representation of Floral Alley Theme: We Are Family** presented by Highland Evergreen Supply: Jennifer Harvey
- **Outstanding Use of Artistic Elements presented by Oasis Floral Products:** Rhonda Jaxa-Aksentowicz & Svetlana Papushina
- **Best Overall Quality of Workmanship presented by Ontario Flower Growers Cooperative:** Rhonda Jaxa-Aksentowicz & Svetlana Papushina
- **Most Creative Use of Colour presented by Farm To Canada:** Derrick Harry Foss
- **Judges Choice:** Derrick Harry Foss
- **CAFA Awards of Excellence:** Rhonda Jaxa-Aksentowicz & Svetlana Papushina

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 8<sup>th</sup> to 17<sup>th</sup>, 2019, at the Enercare Centre at Exhibition Place in Toronto. For more information or for tickets, please visit [canadablooms.com](http://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 23<sup>rd</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.

### **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](http://markcullen.com), where he has answered more than 10,000 questions from gardeners across the country.

-30-

**For more information, please contact:**

**Courtney De Claire**

Public Relations Project Manager

T- 905 682 7203 ext. 229

M- 289 407 8298

[enterprisecanada.com](http://enterprisecanada.com)