



## MEDIA RELEASE

March 2019

# Canada's Largest Flower and Garden Festival is now Open!

*Canada Blooms will spark imagination inspired by 'A Family Affair'*

**TORONTO, Ont.**— Spring is in the air, and at Canada Blooms it's definitely feeling like 'A Family Affair. '

With more than 30 feature gardens and roughly 60,000 plants awaiting within, Canada's largest flower and garden festival is a must-attend event for families and gardeners alike.

"We are ecstatic to welcome all ages to explore the vibrant gardens and floral displays we have featured this year," says Terry Caddo, General Manager of Canada Blooms. "Our garden designers, builders and floral artists have been hard at work creating stunning showcases that celebrate the warmth and spirit rooted at the heart of family gardens."

Canada Blooms is now open at the Enercare Centre at Exhibition Place in Toronto and will welcome attendees for a full ten days until March 17<sup>th</sup>. Showcasing the latest trends, gardening tools and expertise in the industry, Canada Blooms is the perfect place to look for inspiration and start planning your family garden.

Highlights for this year's show include:

- [30 feature gardens](#) inspired by the theme 'A Family Affair.'
- Small space and doorstep garden displays for apartment or townhouse living.
- [Green Streets Play Zone](#) presented by Landscape Ontario, where children of all ages will be able to get active and participate in a variety of garden activities.
- Entrance Display by Bruno Duarte showcasing theme of unconditional LOVE.
- A stunning Floral Carpet 'Festa Ne Aldeia' by JP de Melo displaying over 1000 blooms.
- [Highway of Heroes Tribute Booth](#), which includes Vimy Ridge Remembrance Display.
- [Toronto Flower Show](#), Canada's largest indoor horticulture and design competition.
- [Floral Alley](#), with ten floral artists considering the theme 'We Are Family'.
- Canada Blooms' first [Floral Artist of the Year Competition](#).
- [Proven Winners "Must See Plants" Showcase](#) which will spotlight new annuals and perennials on-trend for the 2019 growing season.
- An innovative [fusion garden](#) present by Landscape Ontario and Genoscape Inc.
- [Mark's Choice Garden Experience Workshops](#) and seminars, with more than 100 hours of demonstrations from leading experts.
- [Garden Tours](#) with Master Gardeners and horticulturalists, including a [special tour](#) with Mark and Ben Cullen; attendees will receive a copy of their new book **Escape to Reality** and have a meet with the authors prior to the tour.
- Ontario Flower Market, gathering the best plants from Ontario's best growers.
- The Wine Lounge at Canada Blooms where you can sit back and relax!



“This year’s stunning feature gardens, floral displays and creative workshops will be sure to capture the imagination,” says Caddo. “We are ecstatic to celebrate families and invite children of all ages to have fun and discover the joys of gardening at Canada Blooms.”

**Canada Blooms by the Numbers:**

<b>200,000</b>	<ul style="list-style-type: none"> <li>• The number of visitors who annually attend Canada Blooms</li> </ul>
<b>60,000</b>	<ul style="list-style-type: none"> <li>• Number of plants brought in yearly</li> </ul>
<b>1,700</b>	<ul style="list-style-type: none"> <li>• Tons of sand used (that is 700 pickup trucks, or 250 elephants)</li> </ul>
<b>1,500</b>	<ul style="list-style-type: none"> <li>• Square footage of the Ontario Flower Growers Floral Market</li> </ul>
<b>300</b>	<ul style="list-style-type: none"> <li>• Cubic yards of mulch used (enough to fill 319 hot tubs)</li> </ul>
<b>100</b>	<ul style="list-style-type: none"> <li>• Canada Blooms is one of Ontario’s Top 100 Festivals</li> <li>• Hours of seminars and demonstrations by Canada’s leading gardening experts</li> <li>• Number of exhibitors at Canada Blooms 2019</li> </ul>
<b>90</b>	<ul style="list-style-type: none"> <li>• Percentage of plant material grown in Ontario</li> </ul>
<b>30</b>	<ul style="list-style-type: none"> <li>• Number of feature gardens</li> <li>• Tractor trailer loads of stone and concrete products</li> </ul>
<b>10</b>	<ul style="list-style-type: none"> <li>• Competitors in Toronto Flower Show</li> <li>• Days of Canada Blooms</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>• Balcony Gardens</li> <li>• Front yard Gardens</li> </ul>

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.

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