



MEDIA RELEASE

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What Does Your Valentine's Bouquet Say About You?

Canada Blooms provides tips for selecting the right floral arrangement for your loved one

TORONTO, Ont.— Valentine's Day is right around the corner, which means it's time to start thinking about how you will celebrate with your special someone.

Flowers are one of the most romantic gifts that someone can receive, and one of the most popular gifts to give on Valentine's Day. Whether you are looking to impress a new friend, let your crush know how you feel or spoil the person who has had your heart for years, flowers allow you to express your own unique message of love or friendship.

"Picking the right bouquet is all about personal preference and knowing what kind of message you want to send," says Jennifer Harvey, professional florist. "There are so many different colours, fragrances and styles to choose from, creating the perfect bouquet for your partner or friend can be really exciting!"

The right bouquet is worth a thousand words, and experts at Canada Blooms have created a list of tips to help you pick the perfect flowers for your Valentine's Day bouquet.

Here is the meaning behind popular flowers and what they say about you and your relationship:

Roses: For decades roses have been branded as a symbol of love and the most popular flower to give on Valentine's Day. Roses send a romantic message and are used to symbolize passion and romance. Roses are the perfect gift to send to a long-time lover or significant other!

Calla Lily: Calla lilies are a refined flower, associated with elegance, beauty, purity and faith, and can symbolize the strength of a couple's love. This is a fantastic gift for that first Valentine's Day with your partner to show them the love and affection you have for your relationship!

Carnations: Carnations have been known to symbolize fascination and affection. Carnations ruffle-like design makes their appearance bold and feminine. This is a



fantastic choice for those in new relationships or close friends because it sends a message of intrigue and admiration to your partner.

Tulips: Tulips possess a beautiful, simple appearance that can be customized with colour to best suit your partners' personality. They convey a message of elegance, simplicity, and comfort and align with this year's floral trends by creating a minimalist and aesthetically pleasing appearance. Tulips are a great gift for a close friend or loved one that will be sure to brighten up their day!

Lilies: Lilies are beautiful, versatile and pair well with other flowers such as roses. They are remarkable flowers that have a breathtaking fragrance that will leave your partner feeling loved and comforted. Lilies are perfect if you don't want to buy a bouquet full of roses — by mixing lilies and roses you can create a great alternative to show both a message of love and passion, while still being playful and fun!

Assorted: An assorted bouquet can offer a message of care and affection and gives you the opportunity to incorporate different flowers to showcase your personality. Use multiple bright, vibrant colours to symbolize fun, excitement and hope, or utilize warm, neutral tones to show elegance, compassion and comfort. An assorted bouquet is the best way to impress a new date while still getting to know your partner and relationship!

Once you pick the right flowers, use this year's floral trends to help you piece together the finishing touches of your bouquet. The current forecast for floral trends predicts that neutrals and warm tones will be all the rage this year.

Going beyond colour, minimalist styling and strong floral fragrances are also predicted to be a popular trend this year.

“When picking the right arrangement for your partner, make sure you are catering to the message that you want to convey,” says Jennifer. “Keeping up-to-date on floral trends allows you to draw inspiration and incorporate personal taste to express your affection and create the perfect bouquet.”

Valentine's Day is about showcasing your love and picking the right bouquet can help you express your emotions and affection to your loved one in a thoughtful and simplistic way.



Co-located with the National Home Show, Canada Blooms takes place March 13th to March 22nd, 2020, 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 24th 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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