

# *Canada Blooms*

THE TORONTO FLOWER AND GARDEN FESTIVAL

## Volunteer Orientation Package



# Travelling to Canada Blooms



Direct Energy Centre is readily accessible via the TTC and Go Transit. Exhibition

The Direct Energy Centre at Exhibition Place is located 4 kms west of downtown Toronto and is accessible via the Gardiner Expressway or Lakeshore Boulevard.

Exhibition Place is bordered by: Gardiner Expressway to the North; Lake Shore Boulevard to the South; Dufferin Street to the West; Strachan Avenue to the East

#### Access via Automobile:

**FROM THE EAST:** Take the Gardiner Expressway west to Spadina/Lake Shore Boulevard cutoff and follow the signs for Lakeshore Boulevard. Take Lake Shore Boulevard to the Princes' Gates (just west of Strachan Avenue).

**FROM THE WEST:** Take the Gardiner Expressway east to Lake Shore Boulevard or Jameson Avenue. There are three entrance points to Exhibition Place from Lake Shore Boulevard - British Columbia Drive, Ontario Drive and Newfoundland Drive.

#### Access via GO Train:

Exhibition Place also has a GO station located right on our grounds. The station name is EXHIBITION and is one stop west of Union Station on the East-West Lakeshore line. For more information contact GO Transit at [www.gostransit.ca](http://www.gostransit.ca) or 416-869-3200.

#### Access via Toronto Transit (TTC):

##### **#29 DUFFERIN BUS**

Take the Bloor subway to Dufferin Station and proceed to street level. Board the #29 bus south to Exhibition Place.

##### **#511 BATHURST STREETCAR**

Take the Bloor subway to Bathurst Station and proceed to street level. Board the #511 streetcar south to Exhibition Place.

##### **#509 LAKESHORE STREETCAR**

Take the Yonge-University subway to Union Station and proceed to the Queens Quay platform. Board the #509 streetcar west to Exhibition Place.

\* Please note that one TTC fee applies to all consecutive travel. Upon boarding any TTC line (subway, bus or streetcar) please obtain a transfer which will allow you free access onto your connecting line. For more information, visit the TTC at [www.ttc.ca](http://www.ttc.ca) or call 416-393-4636.

Parking is available for \$12 per day and located within 100 yards of entrances or in a heated garage.

Parking is available for \$12.00 per day. If you attend more than 2 days you might want to consider ordering a parking pass—outside \$35.00, inside \$60.00. See back page for parking pass (please send directly to the Direct Energy Centre).

# Volunteer Jobs Descriptions & Roles

**CANADA BLOOMS  
DIRECT ENERGY CENTRE  
100 PRINCES' BOULEVARD  
TORONTO, ONTARIO M6K 3C3**

**CANADA BLOOMS DAYS—MARCH 17-21, 2010**

## **SHIFTS**

- 1 - 9:30 am—1:00 pm (Sun 9:30 am—2:00 pm)**
- 2 - 1:00 pm—5:00 pm (Sun 2:00 pm—6:00 pm)**
- 3 - 5:00 pm—8:00 pm**

**Extended descriptions and details will be available in the volunteer room during the show. Info booth, Early Morning Tours and Treasury positions are all pre-organized and details are confirmed ahead of time.**

**All volunteers will check into Room 109 (located outside of the entrance area near Hall C in the Galleria (across from Café Soleil).**

**Volunteers will not need a ticket to enter the Volunteer Room. All Volunteers entering the event will do so after putting on their Volunteer Bibs. Security has been authorized to allow participants wearing proper attire entrance into the event. Upon finishing your shift we would ask volunteers to have their hands stamped on exit so that they can re-enter and enjoy the show.**

**For those volunteers working in external areas including Magazine Distribution and Volunteer Co-ordinator roles, tickets for entry will be provided at the end of your shift. For volunteer working the last shift on Sunday, tickets will be made available for you to attend the show on Sunday, just prior to your shift beginning.**

**PLEASE NOTE: No additional tickets will be given to volunteers for other days of visitation.**

## JOB DESCRIPTIONS

### VOLUNTEER CHECK-IN: ROOM 109

The Volunteer Room volunteers have slightly different shift times – these volunteers will need to arrive 1/2 hour before other volunteers as they will assist the volunteer coordinator with the assigning of roles to volunteers during their shifts. Please report at 9 am for shift one, 12:30 pm for shift two and 4:30 pm for shift three.

Volunteers in the volunteer room will welcome other volunteers and confirm job assignments. Lists will be provided to Coordinators that has volunteer's names and role for day and shift. Any shifting from assigned roles must be approved by a Co-ordinator.

### SPEAKERS SERIES SUPPORT AREA

6 Volunteers required per shift - 3 Volunteers for each of the Grey Power Celebrity Stage & Enbridge "Gardening Solutions" Room.

*A special thank you to Royal Bank of Canada, Enbridge Gas Distribution, Grey Power Insurance and CTS TV for their support of the Canada Blooms Educational Series.*

#### A) GREY POWER CELEBRITY STAGE – MAIN STAGE – HALL B

Volunteers will report to Lorraine Ivanoff of Landscape Ontario who daily hosts the Grey Power Celebrity Stage.

Volunteers will be aware of the daily schedule of events in the Canada Blooms Magazine and will assist with the:

- Distribute materials
- Assisting Guests with Seating
- Tidy the stage and seating areas between speakers
- Welcome speakers and guests
- Possibly help introduce the speakers
- Direct Guests to Signing Areas for the purchase of Speakers Books
- Enjoy the lectures

#### B) ENBRIDGE "GARDENING SOLUTIONS" STAGE – ROOM 103

Volunteers will report to Room Hosts, Joyce McKeough, Naneve Hawke, Jacquie Tilford-Clarke, Janet Greyson, Christine Thompson of the Garden Club of Toronto who assist us in hosting seminars.

Volunteers will be aware of the daily schedule of events presented in the Canada Blooms Magazine and will assist with the speakers with set up.

- Distribute materials
- Assisting Guests with Seating
- Tidy the seating area between sessions.
- Welcome speakers and guests
- Possibly help introduce the speakers
- Assist speakers with book signing at the conclusion of session
- Enjoy the lectures

The Enbridge "Gardening Solutions" Speakers Series does not take place on Sunday.

**Ice Cream Sales: 20 Volunteers per shift**

We have 10 Haagen-Dazs ice cream carts located at Canada Blooms this year. Volunteers will sell pre-packaged ice cream bars, cones and dibs bite size ice cream, treats. Volunteers will be escorted to carts by a Vita Link staff person who will explain all details of your job. Volunteers will work in pairs if we have enough people to fill all the shifts.

Treasury people will come around during the shift to transfer and collect money from the provided floats.

Never leave a cart unattended or take the money with you. Please remain at the carts until the Vita Link representative brings around the volunteer that will replace you on your shift.

**Ticket/Ballot Counting: 2 per Ballot Counting Time Period, 2 for Tickets**

A) **Ticket Counter**—Volunteers will assist Canada Blooms with Ticket Counting and the Redemption of Bar Coded Tickets. In most cases Tickets will simply be put into piles of 500's in presented envelopes for both regular ticket and Bar Coded Tickets for further review by auditors. The redemption of tickets greatly assists us with the tracking of admission numbers and is really important to determining our success and popular days and attractions.

B) **Ballot Counters** – Canada Blooms annually presents a program called the People's Choice Awards. As part of this program guests are able to vote for the People's Choice of the most beautiful garden at Canada Blooms. The winner of the People Choice Award is presented on the Canada Blooms Stage on Sunday, March 21<sup>st</sup> at 5 pm. Ballot counters will daily count votes for this special awards program. Additionally, guests to Canada Blooms can check off a box if they would like to be added to the Canada Blooms E-Newsletter. Ballot counters will also separate these ballots for inputting by Canada Blooms staff at the event. If we are short on volunteers the **Green Room Host** volunteer will double as the ticket counter.

**Green Room Host: 2 Volunteer per shift**

The Green Room Host will sit in the Speakers Welcome Room A2 (located in the West section of Hall A – Galleria Area) and welcome speakers to Canada Blooms. Packages will be prepared for speakers with information related to their speaking session which will be provided to these hosts for presentation to speakers. Volunteers welcome guest speakers and make certain they know where they are presenting and at what time. Speakers are able to relax, get coffee and leave their belongings in this secure room. During times that the Green Room Volunteer is not busy with Guest Speakers they will assist with the Ticket Counting Responsibility – please see this job description.

**Florist Presentation Area – Feature Gardens: 4 Volunteers per shift.**

The professional florist displays are presented in Feature Garden Space – FG 26. This is a DO NOT TOUCH job. Volunteers will make sure the displays are not touched, and chat with visitors about the displays. Volunteers in this area will also provide information to guests from the Canada Blooms Magazine as required and if issues are identified on any show activity notify Canada Blooms staff.

**Feature Gardens/Show Floor : 6 Volunteers per shift**

During the show some of the Canada Blooms Feature Gardens become busier than others and volunteers are asked to assist with the flow of traffic, monitor crowd control, and provide information to guests. These volunteers will circulate around the show floor and marketplace and help guests find their way around and if problems become apparent notify the Canada Blooms Show Office Staff located in Room 107. As floaters these volunteers will help monitor other areas to make sure people are able to take breaks.

**Sales Area : 8 per shift – 4 Selling Bouquet s and 4 Selling Merchandise**

This year Canada Blooms is working with Pick Ontario to produce a special Canada Blooms Bouquet that will be sold on Floral Carts at two exit areas. These bouquets will be sold on a cash only basis for \$10. Volunteers will support the sale and promotion of these special bouquets to guests.

Canada Blooms will be presenting a Merchandise Booth which will feature Canada Blooms Vintage T-Shirts and Sweatshirts at very low prices. Merchandise may be limited in specific sizes. All products will be sold for extremely low prices to clear inventory.

Volunteers will staff the booth and deal with the sales of Canada Blooms T-shirts, posters and sweaters. We will accept cash and have a wireless debit/credit unit in the Merchandise Booth. We have 3 price points and all our prices include tax so handling the money should be fairly simple.

Treasury Volunteers will come by and collect cash throughout the day. Volunteers must not leave booth unattended or take cash with them.

**Group Tour Bus Support : 4 Volunteers per shift**

There is one area for bus volunteers:  
At the entrance Area to Hall B with a hosting location in Café Soleil.

Volunteers will check in with bus coordinator at Café Soleil and begin to stuff Canada Blooms Magazines into The Home Depot Bags for guests. The Primary function of our hosts is to present the stuffed Bags to guests and welcoming tour buses visitors as they arrive. Volunteers will greet the buses and explain to groups where the entrance area to Canada Blooms takes place and where and when to meet the bus for departure. At departure, volunteers will assist gathering guests into the Café Soleil area while waiting for the Buses to arrive at the outside area of Hall B .

**Canada Blooms Magazine Distribution : 6 Volunteers per shift**

The Canada Blooms Magazine will be presented to guests free of charge at two booths located prior to entry of the show in Hall B. Magazines will be placed into Home Depot Bags in preparation for presentation to guests.

Canada Blooms will have two Donation Bins available for guests to support Horticulture and Garden Projects which are donated through Canada Blooms proceeds. Over \$5 Million has been donated to Charitable Organizations in Ontario over the past decade. If questions take place related to events refer guests to the Canada Blooms Office – Rm 107 or confirm that full details from information in the Magazine. Extra magazines and bags are stored at the info booths. Part of your role is to stuff the Magazine into the Home Depot Bag.

**Garden Club of Toronto Floral Hall: 6 Volunteers per shift**

**Master Gardeners and Garden Club Members staff this area but require extra volunteer support. This position is a DO NOT TOUCH job to make sure the competition displays are not tampered with by guests. Volunteers in this position also assist with the presentation of information on flowers and questions on Canada Blooms that can be answered in the Canada Blooms Magazine.**

**Dairy Farmers of Canada Cheese Samples: 3 per shift – 11am-6 pm.**

**The Dairy Farmers of Canada will be serving cheese samples in the Niagara Wine Garden this year. This position will require food handling. Volunteers will help cut and distribute samples of Canadian Cheeses to visitors. This position is only from 10:30am-6:00pm so volunteers will start as Feature Garden volunteers and circulate around the show floor until their shift begins in the Niagara Wine Garden.**

**Thank you all for your support and dedication! Looking forward to seeing you at the festival this year!!**

**Questions:**

**Volunteer Coordinator  
info@canadablooms.com  
416-447-8655 ext. 30**

Canada Blooms 2010  
 Direct Energy Centre, Toronto, Ontario  
 March 17 - 21, 2010

HERITAGE COURT

