

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

Media Release

Spring comes early at Canada Blooms

Celebrate Canadian gardens in all their blooming glory from March 17 to 21, 2010

Toronto, ON (February, 2010) – From March 17 to 21, 2010, Canada Blooms returns to Toronto to transform its new location - the Direct Energy Centre into Canada's largest flower and garden festival. This year the Festival celebrates the best of Canadian gardens and explores the tradition of gardening and horticultural excellence from across the country.

"Canada Blooms celebrates our passion for gardening and this year our timing is ideal with both St. Patrick's Day and the First Day of Spring taking place during our March Break Festival," said Gerry Ginsberg, General Manager, Canada Blooms.

Canada Blooms 2010 will feature six acres of feature gardens in full bloom, more than 100,000 square feet of green-thumb shopping, over 200 hours of seminars, workshops and demonstrations, a special children's area and more.

What's New This Year at Canada Blooms

- **Win a Trip to Ireland Presented by Tourism Ireland** – Vote for your favourite garden in the People's Garden Award by entering your ballot at the Tourism Ireland or Toronto Star booths. You could win a trip for two to discover the Gardens of Ireland. Learn helpful tips from Irish-based garden design guru Trevor Edwards and join us on our Opening Day, Wednesday, March 17th as we celebrate St. Patrick's Day.
- **March Break is for Families: Experience the Magical World of Tinker Bell** – Developed by CITY TV's Frank Ferragine and Designs by the Yard Beth Edney. Step into the magical world of Tinker Bell – Pixie Hollow, a place Disney Fairies call home and where every season is an important one. This four season garden walks you through the talents of each Disney Fairy.
- **Skills Canada Student Contest** – Ontario post-secondary students compete in a landscape gardening contest as part of the Ontario Technology Skills competition. Teams compete to build the best garden using the same design and materials. Industry judges determine the gold medalists who advance to the Canadian Skills Competition.
- **Scotts/Miracle-Gro "Ask The Experts"** – Do you have a garden related problem? The experts from Scotts Canada and Miracle-Gro have the answers! Bring your questions and photos to Scotts' "Ask the Expert" located in the Marketplace Feature Area and they can help you grow the world you want.
- **Grey Power Celebrity Stage Speakers** – Join us daily for Celebrity Flower Arranging and talks by Canada's premier gardening experts. Visit the Grey Power Booth and enter Grey Power's Driving Pet Peeves contest.
- **Plant Day Presented by Vineland Research and Innovation Centre** – On Thursday, March 18, gardening experts share their wealth of knowledge and passion for horticulture. Speakers include Dugald Cameron, Miriam Goldberger and University of Guelph Mike Dixon's talk on plant research in space.
- **Enbridge Gardening Solutions and CTS TV Master Gardener Speaker Series** – Canada's top gardening and horticultural personalities speak daily on the Do's and Don'ts for this year's garden season. Presented on the two Canada Blooms educational stages.
- **Gardens Central Magazine** – Introducing Canada's newest gardening magazine- Gardens West! The magazine provides gardening tips tailored toward the climatic zones of Ontario and Quebec and features articles written by garden expert Mark Cullen.

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- **Garden Club of Toronto Floral Hall** – Discover over 12,000 square feet of stunning floral creations presented in the prestigious Garden Club of Toronto's Horticultural and Design Competition. Open to non-professional exhibitors and garden club members.
- **Pick Ontario Avenue – Flowers Canada (Ontario) Inc.** – Freshness, quality, local variety. There is no shortage of reasons for why Ontario-grown flowers and plants are the preferred choice. When you pick Ontario, you are receiving the freshest product available. Brighten your spring. Pick Ontario. Located at the entrance to Marketplace in Hall A.
- **MuseumCad Exhibits** – Check out the Architecture Awards Toronto exhibit, found in the Galleria. Then attend a symposium on ARTchitectural Landmarks and Landscapes: Vision of Future Cities. Featured presenters include Bill Redelmier from Southbrook Winery, Janet Rosenberg – HTO at Queens Quay, Tarek-El Khatib- architect of the new Trump Tower and Mark Gorgolewski of Greenworld Architecture. Series runs 6-8 p.m. on Saturday Mar. 20 on the Main Stage.
- **Featured Days at Canada Blooms** – Each day Canada Blooms is hosted by an official sponsor. March 17 – Tourism Ireland Day, March 18 – Vineland Research Day, March 19 – CP24 Day, March 20 – Scotts Canada Day, March 21 – Grey Power Insurance Day. Check the Canada Blooms website for special features ranging from entrance giveaways, special speakers schedules and daily draws.

Canada Blooms Showstoppers

- **Preview Party Celebration** – Celebrate the *passion* of spring at Canada Blooms Preview Party on March 16, 2010. Tickets are \$75 and include a light dinner and drinks. Stroll through the gardens, experience the floral displays and be among the first to shop in the Marketplace. Canada's top 20 gardening personalities will be in attendance to officially open Canada Blooms 2010!
- **RBC Speakers Series and Enbridge Gardening Solutions Stage** – Each day, leading experts address a theme- organic gardening and ecology, plants, design and urban gardening. Don't miss Mark Cullen and Denis Flanagan present a daily roundup of festival highlights. Learn the latest gardening techniques from Canada's top experts on the Enbridge Gardening Solutions Stage.
- **The Home Depot Garden Centre** – Be inspired by the latest information on planning and building decks and patios. Home Depot Associates will provide advice for your next outdoor project. Learn more about the "eco-options" that are on display throughout the Garden Centre. The Home Depot "Know How" workshops are certain to give you the confidence to complete your own outdoor living space with style.
- **Canadian Cancer Society: Fight Back (Scott Torrance-Yellow Beacon Feature Garden!)** –Walk through an outdoor urban gallery of springtime flowers, daffodils and waterfalls to experience the impact of this year's "Fight Back" message (www.fightback.ca).
- **Via Rail Garden Route** – Visit The New Classical 96.3FM-VIA Rail Garden Route Lounge in Marketplace for a chance to win a trip for two to any Garden Destination along the Via Rail Garden Route. Learn more about the many gardens along the Route by speaking directly to representatives from Garden Destinations across Canada.
- **Niagara Wine Garden Presents Ontario Award Winning Wines and Acclaimed Canadian Cheeses** – Sit back, relax and enjoy the surrounding Balcony Gardens in the Niagara Wine Garden. Enjoy an award winning glass of Ontario wine, paired with fine Canadian cheeses by the Dairy Farmers of Canada – it's a Canada Blooms tradition!

Feature Gardens

- **Landscape Ontario/Garden Creations: Green for Life** – WOW Gardens returns this year with our founding sponsor to present one of the largest and most in-depth gardens found at Canada Blooms in the past decade. Guests will encounter a sky-high waterfall, spectacular plants, unique hardscaping materials and superb craftsmanship; this green oasis is intended to educate and inspire all garden enthusiasts. Don't miss what experts call "the most important botanical find of the 20th century" - the Wollwemi Pine!
- **Bsq. Landscape Design Studio: Seen, Unseen** – This display reflects the qualities of spaces and is representative of Alberta's Tar Sands, tree and colour common to the Boreal Forest.
- **City of Toronto: Get Growing and Live Green Toronto! Urban Agriculture in Our City** – Whether you live in a house or an apartment, visit the City of Toronto booth to get tips and tolls to grow truly sustainable vegetables, herbs and fruits in any space. The city's feature garden celebrates "living green" in Toronto with creative use of plants, trees, bulbs, water and artwork. Staff is available to speak to gardening native plants, community gardens, tree care and greening tips. In honour of Canada's largest city, attend seminars and sessions on *Live Green Toronto* Sunday, March 21, 2010.
- **D.A. Gracey & Associates: The Cellar** – The hidden heart of a classic garden courtyard. Take the journey from the courtyard to the private tasting room and learn all about the secrets of winemaking!

- **Evergreen Environments: Cozy Garden in the City** – A hand made copper water tree will welcome you to this space. Smell cedar wood and fresh flowers as you enter a private space of energy and passion.
- **Fern Ridge Landscaping: ...And Nature Loves Us Back** – An urban oasis of water flowing soothingly through a texture filled garden. The landscape clings to the walls, surrounding you in a natural ‘escape’.
- **Humber College: Passions for Play** – A creative garden for adults and children alike. A water feature serves as an ornamental pool, splash pool, or a patio and a stream that delights the eye and allows you to float your favourite boat!
- **Landscapes by Lucin: Modern Love** – Designed by Sean Anderson for Landscapes by Lucin, this contemporary city garden, utilizes a simple palette of greens, blues, grey and white to articulate a passion for Modernism.
- **Miyabi Inc.: Kyoto Reflections** – Elegance in simplicity, this garden is inspired by contemporary Japanese design. A Foucault pendulum draws waves in sand, along with a tall water feature to compliment the linear layout.
- **Nursery Sod Growers Association of Ontario: A Passion for Turf** – Enjoy this green space oasis and reflect on the natural environmental benefits of turf grass sod.
- **Ontario College of Art & Design: Agricultural Time Cycles** – Visitors will take a journey illustrating the path of food production, distribution and consumption in Africa: from the planting of a seed to its final preparation and use within the community. Canada Blooms' visitors will connect stories with sustainability as it relates to our respective 'Footprints'.
- **Oriole Landscaping: Immerse** – The weight of the day rests on your shoulders. Arriving home, you step out into your sanctuary, your calming oasis, as the sound of water in the pool beckons. You plunge downwards and are swallowed up in the calming silence...the cool water washes away the stress as you resurface rejuvenated.
- **Parklane Ltd.: Down To Earth** – The challenge to re-use materials from landscape projects inspired a fresh look for an ancient building method called Cob. Surrounded by edible plants you will enter a world of earthly energy that encourages health and happiness while you work and play.
- **Stone-Link: Earthsmart Minimalism** – This minimalist space utilizes necessary garden space components to create an impression of extreme simplicity. Every element and detail serves multiple visual and functional purposes.
- **Toronto Botanical Gardens: TBG'S Edible Summer** – Share the TBG's passion for veggies and learn how to grow your own in a small urban setting. With easy-to-build raised garden beds and beautiful creative container plantings, this inspirational garden will give you a taste of TBG's Edible Summer Festival in 2010.

Marketplace and more

- **Indigo Books And Music** – As the official bookseller of Canada Blooms, Indigo Books & Music offers a variety of affordable and inspiring gardening books. Browse through Indigo's selection and stop by for author visits and book signings. Located in the Feature Area of the Marketplace.
- **CP24 – Live Broadcasts From Canada Blooms** – CP24 - Canada's first and only 24-hour local news channel- will be broadcasting live from the Featured Area of Marketplace throughout Canada Blooms. Join the CP24 Broadcast crew as they report daily from Canada Blooms and watch in depth interviews with Canada's Gardening personalities throughout the 2010 festivities.

Canada Blooms 2010 Festival information

Dates: Wednesday, March 17 to Sunday, March 21, 2010
 Hours: 10 a.m. to 8 p.m. (Wednesday to Saturday); 10 a.m. to 6 p.m. (Sunday)
 Venue: The Direct Energy Centre, Toronto Ont.
 Tickets: Available online at www.canadablooms.com and at participating garden centres for a special advanced discount price of \$16
 At the door \$18; Seniors \$16; Students \$16; Children 12 and under are free

Celebrate Spring with a “Passion Bouquet” from Canada Blooms!

Did you know that fresh flowers in your living space are the perfect way to brighten your mood and prepare you for the first day of Spring? Pick Ontario and Canada Blooms have prepared a special 10 stem bouquet to help you enjoy the coming of Spring for only \$10. Shipped directly from Ontario greenhouses by Pick Ontario. Pick up your Canada Blooms “Passion Bouquet” on your way home from this year's event.

Canada Blooms Sponsors

Canada Blooms 2009-2010 Presenting and Supporting Festival sponsors include: The Home Depot Canada, Royal Bank of Canada, Grey Power Insurance, Canadian Cancer Society, Via Rail Canada and Ontario Tourism.

Canada Blooms Corporate Sponsors

• BTN (Brookdale Treeland Nurseries Ltd.)	• City Of Toronto	• Dairy Farmers Of Canada	• Dufferin Aggregates
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• Show Smart	• Tourism Ireland	• Vincor Canada	• Vineland Research & Innovation Centre
• Sinclair-Cockburn			

Canada Blooms Media Sponsors

• AM740	• AM680 News	• CHFI Radio	• CTS TV
• CTV/CP24	• Gardener Living Magazine	• Garden Making Magazine	• Gardens West Magazine
• The Epoch Times	• The New Classical 96.3 FM	• Toronto Star	

About Canada Blooms

Canada Blooms is 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 in its fourteenth 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. In 2009-10, Festival sponsors include: The Home Depot, Royal Bank of Canada, Grey Power Insurance, Scotts Canada, Miracle-Gro, Canadian Cancer Society, Sinclair-Cockburn, Tourism Ireland, Nestle Canada, Vincor Canada, Via Rail, Pick Ontario, Dairy Farmers of Canada, Dufferin Aggregate, Gro-Bark, Hyatt Regency Toronto, Indigo, Permacon, and the Vineland Research and Innovation Centre.

For more information and to purchase festival tickets please visit: www.canadablooms.com.