

# Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

## Media Release

### Canada Blooms honoured among Ontario's top events

**May 2010 – Toronto, ON** – Canada Blooms: The Flower and Garden Festival received top honours from the festival industry.

Each year Festival and Events Ontario celebrates the many top-notch festivals and events in Ontario. This year at the annual conference in March, the FEO announced its Achievement Awards in which Canada Blooms was recognized as one of the Top 100 Festivals and Events for 2010.

Sponsored by VIA Rail Canada, the Top 100 Festivals and Events in Ontario distinction is presented to only a select few of the more than 2,000 events that occur annually within the province. The Top 100 recipients represent festivals and events that excel within the industry.

In addition to the Top 100 recognition, Canada Blooms was also included as a Festival & Event of Distinction. This honour is presented to a select group of 20 which represent some of the most well-known and respected celebrations in the province – celebrations which draw both an international and domestic audience.

“Solicitations for submissions were issued towards the end of the previous year, and an independent jury of industry peers conducted the selection process just prior to the Conference,” explained the Association’s Executive Director, Gary Masters.

“With so many options for the festival-goers here in Ontario, it can be hard to know which festivals and events offer the most rewarding experiences. As the provincial association for the industry, we believe it is our responsibility to set these standards and present the results to our consumers in an easily accessible and recognizable brand,” says FEO’s President Sarah Wood.

Canada Blooms is also pleased to announce that General Manager, Gerry Ginsberg will be serving as the new president of Festival Events Ontario.

Canada Blooms is a not-for-profit volunteer-driven festival celebrating flowers, gardening and landscaping in our lives. To date, over \$500,000 in Canada Blooms’ festival proceeds have been reinvested into community horticultural projects. This year’s proceeds from Canada Blooms will benefit charitable horticultural organizations across Ontario.

Now celebrating its 15th Anniversary, Canada Blooms was founded by Landscape Ontario and The Garden Club of Toronto.

For more information please visit: [www.canadablooms.com](http://www.canadablooms.com).

**Canada Blooms 2011 Festival information**

Dates: Preview Party Tuesday, March 15<sup>th</sup>  
Wednesday, March 16 to Sunday, March 20, 2011  
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 Ontario  
Tickets: Available December 1<sup>st</sup>, 2010- online at [www.canadablooms.com](http://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

The winners of this year's Top 100 will be highlighted in the annual Festivals and Events in Ontario Guide distributed in both a printed and online format, for more information visit [www.festivalsandeventsontario.ca](http://www.festivalsandeventsontario.ca).

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