

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

Media Release

Unleash Your "*Passions*" at Canada Blooms Preview Party

TORONTO, Ont. (February, 2010) – Canada Blooms will bring *passions* to life at the Preview Party on Tuesday, March 16, 2010, as it transforms the Direct Energy Centre into a gardener's dream.

Preview Party guests will be the first to experience the wonders of Canada Blooms – over 6,000 acres of feature gardens, innovative floral displays, a Marketplace shopping experience and more.

“The Preview Party is ideal for guests who want to be among the first to catch a glimpse of all that Canada Blooms has to offer,” said Gerry Ginsberg, General Manager, Canada Blooms. “Those attending the party will have access to exclusive offers and the chance to rub shoulders with some of the most renowned personalities in the gardening industry.”

Tickets are \$75 which includes a Welcome “Temptation Drink” upon arrival and food stations set up among the gardens and marketplace. Other exclusive offers include a silent auction and fashion show presented by Bannerman’s of Peterborough.

Celebrities from the gardening and floral world will welcome the 14th annual Canada Blooms festivities to its new home – the Direct Energy Centre, Exhibition Place.

The grand opening will be a celebration of Canadian horticulture, conducted by special guest Master of Ceremonies, Mark Cullen. He will be joined by representatives from the provincial and federal government, City of Toronto, Canada Blooms corporate sponsors and Canada’s top 20 gardening personalities to officially open this year’s festival.

Celebrity gardening personalities Frank Ferragine, Charlie Dobbin, Denis Flanagan, Marjorie Mason, Jeff Lowenfels and other special guests from across Canada will be in attendance.

Canada Blooms 2010 Preview Party Information

Date: Tuesday, March 16, 2010
Hours: 7 p.m. – Doors Open
7:30 p.m. – Official Opening Ceremonies
7:45 p.m. – Silent Auction Opens
7 – 10 p.m. – Gardens and Marketplace Open for Touring and Purchasing
Venue: The Direct Energy Centre, Toronto Ont.
Tickets: \$75 available online at www.canadablooms.com

About Canada Blooms 2010

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

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.

Canada Blooms Founding Sponsors: Landscape Ontario and Garden Club of Toronto.

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

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