

# Canada Blooms

## THE FLOWER AND GARDEN FESTIVAL

For immediate release

### **Canada Blooms announces new location for 2010 Festival**

June 12, 2009 – Toronto, ON – Canada Blooms, Canada’s largest flower and garden Festival is proud to announce the 2010 event will be moving to the Direct Energy Centre. The 14<sup>th</sup> annual celebration will take place March 17-21.

Since 1997 Canada Blooms has featured acres of stunning feature gardens, designs by some of Toronto’s most creative florists, green-thumb shopping in the marketplace, and seminars, workshops and demonstrations presented by some of Canada’s most recognized experts in gardening and horticulture. Canada Blooms organizers look forward to bringing this tradition of excellence with new energy and excitement to the Direct Energy Centre.

“Canada Blooms as a leader in the Greening of Canada is pleased to be moving to one of the world’s most environmentally responsible exhibition facilities, one that has become a leader in energy conservation and waste production with the additional of wind turbines, solar energy and green roof technology,” says General Manager Gerry Ginsberg.

Located in Exhibition Place, the Direct Energy Centre will provide Canada Blooms participants and guests with a magnificent one floor presentation area. Easily accessible by public transportation or car, the facility provides parking for over 7,000 vehicles on site and will offer a range of services for guests to enjoy.

The theme for the 2010 presentation will be ‘Passions.’ “For the last 13 years, at Canada Blooms people have discovered different passions; not only a passion for gardening and horticulture, but a passion for design, food, wine, art, the environment, floral design, nature, to name but a few,” says Artistic Director Colomba Fuller. “For 2010 we have chosen a theme that will closely relate to what has almost become our mission, the discovery of passions.”

#### **Canada Blooms 2010 Festival information**

Dates: Wednesday, March 17 to Sunday, March 21, 2010 – March Break Period  
Hours: 10 a.m. - 8 p.m. (Wednesday - Saturday); 10 a.m. - 6 p.m. (Sunday)  
Venue: Direct Energy Centre, 100 Princes Boulevard, Toronto, Ontario M6K 3C3  
Website: [www.canadablooms.com](http://www.canadablooms.com)

#### **About Canada Blooms**

Dedicated to providing horticulture expertise, education and resources on an ongoing basis, Canada Blooms is a not-for-profit volunteer-driven organization. Now in its fourteenth year, Canada Blooms has reinvested over \$500,000 into community horticultural projects with

proceeds from the 2010 event benefiting the Toronto Botanical Gardens' children's programs. Canada Blooms was founded by Landscape Ontario and The Garden Club of Toronto. In 2009, sponsors include The Home Depot, Brampton Brick/Oaks, Brookdale Treeland Nurseries Ltd., Canadian Cancer Society, City of Toronto, Dairy Farmers of Canada, Grey Power Insurance, Heart & Stroke Foundation, Indigo Books & Music Inc., JVK, Miracle-Gro, Myers Lawn and Garden Group, Ontario Tourism Marketing Partnership Corporation, Pick Ontario, Rechargeable Battery Recycling Corporation, RBC, Sobeys Ontario, Tourism Ireland, VIA Rail, Vincor, The Vineland Research and Innovation Centre, Universal Studios Home Entertainment Canada, Show Smart, CN Tower, Nestle Canada, Sinclair-Cockburn, CanWest Media, The National Post, EZ Rock, HGTV, CFRB and The New Classical 96.3 FM. Visit [www.canadablooms.com](http://www.canadablooms.com) for more information.

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