

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

Travel to Canada Blooms for your chance to Travel to Garden Destinations around the World

Canada Blooms helps you discover the gardens of Ireland, Spain, Canada and more

Toronto, Ont. – A March Break adventure to Canada Blooms could provide festival visitors with a summer holiday to the gardens of Ireland, Spain, destinations across Canada and more. From March 16 to 20 Canada Blooms will transform the Direct Energy Centre in Toronto into Canada's largest garden and flower festival featuring many International and National Garden Travel destinations and Garden Tours for the enjoyment of garden-lovers and travellers throughout the upcoming travel season.

The Toronto Star People's Choice award is back this year with the grand prize trip to Ireland – sponsored by Tourism Ireland and Air Transat. Visitors to the Tourism Ireland and Toronto Star Booth in Marketplace can cast their vote for their Favourite Garden and can be automatically entered for a chance to win a trip for two to "Discover the Gardens of Ireland".

Tourism Ireland staff and their five Irish partners will be at the Tourism Ireland booth helping festival attendees plan their trip to Ireland, and offering travel advice and tips. 2011 is the year to visit Ireland with many upcoming festivals, events and special travel deals to look out for. For example, there are several Garden Festivals, including: Bloom (Dublin; June 2-6); Garden Show Ireland (Hillsborough, Northern Ireland; May 20-22); Rose Week (Belfast; July 13-17); Wicklow Gardens Festival (Co. Wicklow; June 11-20). Exclusive travel deals are also available at www.discoverireland.com/hotoffers

Wednesday, March 16th is the Get Ready for St. Patrick's Day Celebration with a special evening program of Irish entertainment on the Green for Life Stage from 6-8pm and an admission discount for the "Irish in Everyone". Canada Blooms attendees who wear a shamrock (free downloads available from Tourism Ireland's website (www.discoverireland.com/ca-en/promotions/stpatrick/) and Facebook Page ([facebook.com/DiscoverIrelandCA](https://www.facebook.com/DiscoverIrelandCA))) will receive a \$2 discount off regular priced admission.

Connaissance Travel and Tours, Crossroads Television System (CTS) and the Tourist Office of Spain Booth are providing festival visitors with a chance to Win a Trip to the Garden Destinations of Spain. The prize includes Roundtrip Airfare for 2 people, via Air Canada from Toronto to Madrid, 4 nights' accommodation in a 4-star hotel, Madrid Card for 72 hours, Tourist Guide Book of the Region and a Map of Madrid. This trip is presented by the Tourist Office of Spain, Madrid Tourism, Air Canada and Connaissance Travel and Tours.

Friday, March 18th is also Tourism Spain and CTS and Connaissance Travel and Tours Night with a special evening of entertainment from 6-8pm.

VIA Rail Garden Route is returning with their trip to any VIA Rail Garden Destination in Canada. By visiting the New Classical 96.3 FM – VIA Rail Garden Route Lounge in the Blooms Marketplace, festival attendees will have the chance to win a trip to any Garden Destination along the VIA Rail Garden Route.

The VIA Rail Garden Route runs from Victoria to Halifax, providing travelers with the opportunity to discover 19 magnificent gardens and 27 Communities in Bloom, all winners of the prestigious 5-Bloom award. Green-thumb travelers will enjoy the special horticultural attractions and activities.

Twinings Tea and North Carolina Tourism will be providing festival visitors with a chance to Win a Trip for Two to Charlotte, North Carolina. The prize includes a 4-night/5-daystay at the Hampton Inn & Suites SouthPark at Phillips Place, complimentary passes for two to the Bechtler Museum of Modern Art, Mint Museum, and the beautiful Daniel Stowe Botanical Garden, a complimentary lunch at the Billy Graham Library and round trip airfare courtesy of Air Canada. Log onto 50plus.com/twinings for your chance to win!

In addition, since gardening is an outdoor activity, it is also important that gardeners protect themselves because the sun's rays emit ultraviolet (UV) radiation, which damages the skin and can cause skin cancer. The Canadian Cancer Society offers the following 'SunSense' tips on how one can protect themselves and fight back against skin cancer when travelling or gardening this spring and summer:

- Protect yourself from the sun when its rays are most intense between 11 a.m. and 4 p.m. or when the UV index is 3 or more.
- Seek shade
- Wear a wide-brimmed hat that covers your head, face, ears and neck.
- Slip on lightweight, loose-fitting, tightly woven clothing to cover your arms and legs.
- Wear sunglasses, they can help prevent damage to your eyes by blocking a large amount of ultraviolet rays.
- Lather on sunscreen with SPF #15 or higher – if you will be outside for most of the day use SPF #30.

For those travelling to Canada Blooms, experience Hyatt Regency Toronto's location in the center of the city's vibrant downtown, which is the host hotel for the festival. Fresh from a multi-million dollar renovation, their sparkling Toronto downtown hotel showcases 394 guestrooms, including 32 suites. They will be offering a Special Package Rate for Canada Blooms visitors: \$149.00 Single/Double Occupancy including of one (1) admission ticket to Canada Blooms and FREE admission for children below the age of 12. Taxes as applicable.

Canada Blooms 2011 Festival information

Dates: 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, Exhibition Place, 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

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 fifteenth 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 has been named One of Ontario's Top 100 Events by Festivals and Events Ontario and One of North America's Top 100 Events by the American Bus Association. Canada Blooms is also the recipient of the 2011 Garden Tourism Award for "Garden Tourism Festival of the Year".

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

Canada Blooms Sponsors

Canada Blooms Founding Partners are Landscape Ontario and the Garden Club of Toronto.

Presenting Sponsor:

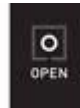


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