

# Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

## What do the flowers you give on Valentine's Day say about your relationship?

**Toronto, Ontario (January, 2011)** – Instead of giving traditional red roses this year for Valentine's Day, Canada Blooms suggests choosing flowers that better match the intimate relationship you have with your loved-one.

“A dozen red roses are certainly beautiful,” said Mark Cullen, spokesperson for Canada Blooms, “but every relationship is different and there are hundreds of varieties of flowers and unlimited combinations that say ‘I love you’ in the way only you can.”

Here are some suggestions from Canada Blooms to help you select the perfect flowers for your Valentine:

- **In a new relationship?** If you are in a new relationship and have only been out a few of times, give something nice but not overwhelming, such as cyclamen, freesia or a single rose.
- **In the first few years of marriage?** How about orchids, they're exotic, beautiful and more importantly, long-lasting.
- **Have a baby in the house?** Consider filling it with fragrance – a pot of hyacinth or narcissus are great choices.
- **Is your relationship a couple of decades long?** You might want to spice it up with something tropical like hibiscus, amaryllis or birds of paradise.
- **Getting something for your mother?** How about a bunch of Gerber daisies that say ‘I love you and appreciate all you've done for me’.
- **Still stumped?** A big beautiful mixed bouquet can fill the room with colour and fragrance and speak to the richness and complexity of your relationship – try including lilies, iris' or hydrangeas.
- **Is your partner fond of gardens?** Give the ‘experience’ of the whole garden. A couple of tickets to Canada premier flower and garden festival, Canada Blooms fits the bill. Enhance the ‘value’ of the gift by offering to go to accompany your sweetie to the event..... just to be with her and to share a stimulating, romantic experience together.

Canada Blooms returns this year from March 16-20, 2011 at the Direct Energy Centre in Toronto. Some of the Festival Highlights for 2011 include:

✿ Canada Blooms experience the JUNO “Rocks” Gardens honouring the 40<sup>th</sup> Anniversary JUNO Awards will feature five celebrity gardens built by Award Winning Ontario Landscape/Designers. Guests will have an opportunity to Win A VIP Pass for Two to all JUNO Award Events, March 21 – 28 by voting on their favorite Celebrity Garden.

✿ The Canada Blooms Preview Party presented on March 15<sup>th</sup> is a Must Attend event where guests are able to meet Canada's leading gardening experts while viewing the gardens and special features of the 15<sup>th</sup> Anniversary Celebrations.

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✿ Utilizing the theme “Rhythms”, 20 exceptional gardens will be created by members of Landscape Ontario. Designs will have a range of floral instruments, musical notes, etc.

✿ Canada’s premier speakers will be presenting to visitors in the Canada Blooms Educational Series including Mark Cullen, Frank Ferragine, Paul Zammitt, Charlie Dobbin and many others offering visitors over 200 hours of free gardening seminars.

✿ Attendees will have the opportunity to Win a Trip Ireland courtesy of Tourism Ireland, Air Transat and the Toronto Star and Spain courtesy of Tourism Spain, Connaissance Travel and Air Canada at this year’s event.

### **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. The 2010-2011 Festival sponsors include: The Home Depot, Scotts Canada, Miracle-Gro, Canadian Cancer Society, Tourism Ireland, Tourism Spain and Via Rail.

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 2011 Festival Information:**

Dates: Wednesday, March 16 to Sunday, March 20, 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 Ontario

Tickets: Available 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

For more information and to purchase festival tickets please visit: [www.canadablooms.com](http://www.canadablooms.com).

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