

## Media Release

### So Much More than Roses this Valentine's Day!

#### *Canada Blooms takes a different approach to buying flowers this year*

**Toronto, ON (January, 2010)** – This Valentine's Day prove that chivalry is still alive by picking out the perfect flowers for your special someone!

Make the simple act of giving flowers more creative by following the expert advice of Canada Blooms.

"Everyone knows that red long stemmed roses traditionally represent love and passion," said Gerry Ginsberg, General Manager, Canada Blooms. "However, other flowers have proven to be equally effective by lasting longer, being more affordable and better suited to certain personalities."

Here are some effective ways to design the ideal arrangement:

By colour (for the hopeless romantic):

- **Pink:** romance and playfulness
- **Blue:** trust and faithfulness
- **Purple:** true devotion
- **Coral:** desire

By personality:

- **Energetic:** give bright yellow tulips to signify joy and admiration
- **Laid-back:** give something that lasts longer and is low maintenance, such as green plants or a bamboo pot
- **Trendy:** try orchids for an exotic, yet simple choice
- **Traditional:** mix and match all of their favourites to create a classic spring bouquet

Canada Blooms is a not-for-profit volunteer-driven event which promotes awareness of horticulture and offers a platform to showcase outstanding floral and landscape products and services. To date, over \$500,000 in Canada Blooms' event proceeds have been reinvested into community horticultural projects. This year's proceeds from Canada Blooms will benefit charitable horticultural organizations across Ontario.

The 2010 Festival features:

- { Outdoor Living Central Gardens from presenting sponsor, The Home Depot. This garden includes a private retreat and patio. Home Depot will also host a series of speakers providing great ideas for home and gardens on "The Home Depot" stage.
- { Jackson-Triggs and Inniskillin return with the 'Niagara Wine Garden' where visitors can experience the ambiance of Ontario's premier wineries in an urban setting.

- { Produced by the Garden Club of Toronto, Canada Blooms guests will have the opportunity to show off their green thumb in Canada's largest open flower competition taking place throughout the Festival.
- { The popular Canada Blooms Marketplace is back this year and bigger than ever. Discover new treasures for your garden as you shop along Pick Ontario Avenue and choose from designer innovations, including outdoor living accessories, the newest plants and the latest in gardening gear and décor.

### **Spring Gardening Tips**

Canada Blooms board member and celebrity gardener, Mark Cullen, recommends the following March tips to prepare your gardens for a lush spring:

- Get a head start: plant your vegetable seeds and slow germinating flower seeds indoors. A sunny window works great.
- Bring home some colour: plants such as cyclamen plants are great options and they last a long time indoors too.
- Show some skin: near the end of March you can start taking some of the winter protection off of your evergreens and removing the soil that you used to cover up your roses. However, if you live on the Prairies you may want to leave this job for another couple of weeks.
- You're never too young: get your kids involved in some indoor gardening projects like seed starting, making seed tapes using folded over toilet paper and starting an avocado pit indoors. Or consider taking a 'March Break' trip to Toronto to let your kids explore the children's garden at this year's Canada Blooms festival.
- Turn on the bulbs: purchase your tuberous begonias and canna lily bulbs in March and start them indoors. The begonias will root best in a seeding tray full of damp peat moss on the top of your fridge, where the low ambient heat that comes up the back of it will kick-start your begonia tubers into putting down roots. The canna lily bulbs are best started directly in one gallon sized pots in a sunny window.

### **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 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. In 2009-10, Festival sponsors include: The Home Depot, Royal Bank of Canada, Grey Power Insurance, Scotts Canada, Miracle-Gro, Canadian Cancer Society, Sinclair-Cockburn, Tourism Ireland, Nestle Canada, Vincor Canada, Via Rail, Pick Ontario, Dairy Farmers of Canada, Dufferin Aggregate, Gro-Bark, Hyatt Regency Toronto, Indigo, Permacon, and the Vineland Research and Innovation Centre.

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