

# Canada Blooms

## THE FLOWER AND GARDEN FESTIVAL

### **MEDIA RELEASE**

March 19, 2014

## **Therapy in the Garden**

*Planting flowers and working the soil can improve your state of mind*

**TORONTO, Ont.** — It goes without saying that planting a garden is good for the environment, replacing carbon dioxide with fresh oxygen, preserving landscapes, retaining water and providing habitat for a variety of species.

But it is also good for your mind, body and soul. The bright colours of flowers are pleasing to the eye and the aromas are pleasant, but they can also help improve your mood and turn negative feelings into positives.

“We’re seeing horticultural therapy being used more and more for seniors and people who are living with mental illnesses,” says Louis Damm from [Floral Dimensions](#), a Canada Blooms exhibitor who is doing sessions on floral therapy. “Planting a garden or having flowers and live plants around you helps preserve the natural instinct we have to care for things, and we are learning more about the natural pigments in flowers that stimulate our minds.”

Working with plants in raised or elevated gardens helps caregivers observe the physical abilities of the people they are looking after. Working with plants — whether planting in the garden or planter, trimming and maintaining the plants, taking cuttings or growing a hanging basket — has been found to stimulate people of all ages and needs.

In the workplace, it has been found that the presence of plants increases productivity and contributes to a more collegial atmosphere. Besides purifying the air and being pleasing to the eye, plants help keep a building cool in the summer and humid in the winter.

“The vibrant colours and stunning displays you will see at Canada Blooms are truly remarkable,” says Bruce Sudds, director of sponsorships and marketing at Canada Blooms. “We value the impact flowers and gardening can have on your state of mind.”

Floral therapy demonstrations will be taking place at the Floral Dimensions (Booth A4) at Canada Blooms. Canada Blooms is open from March 14 – 23, Monday to Saturday from 10 a.m. to 9 p.m. and Sundays from 10 a.m. to 5 p.m. Tickets for Canada Blooms, part of the largest home and garden event in North America, are available at [www.canadablooms.com](http://www.canadablooms.com). Follow Canada Blooms on Twitter [@CanadaBlooms](#) and Like it on [Facebook](#).

### **About Canada Blooms**

Canada Blooms is an annual world-class festival that connects people to the joys and benefits of nature through experiences with gardens and flowers by promoting, educating, inspiring and celebrating all aspects of horticulture. 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 18<sup>th</sup> 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.

The 2014 Canada Blooms Festival Sponsors include: AM740, Canadian Gardening, Canadian Wildlife Federation, Fafard, Floral Dimensions, GardenMaking Magazine, CTV, Gardens Central Magazine, Growers of Ontario, Harrowsmith Almanac, Homes Publishing, InterContinental Hotel Toronto, Metroland, The New Classical 96.3FM, Ontario Gardener Magazine, Ontario Tourism, Pick Ontario, Santa Margherita Wines, Scotts Canada, Toronto Botanical Garden, The Toronto Star, Tourism Ireland and UNILOCK.

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