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**AMERICAN BUS ASSOCIATION NAMES CANADA BLOOMS
ONE OF NORTH AMERICA'S 100 BEST EVENTS FOR 2011
Event is a Ticket to Fun and to Critical Group Tourism Dollars**

(Toronto, Ont., September 9, 2010) - The American Bus Association (ABA) announced today that Canada Blooms: The Flower and Garden Festival, held March 16-21, 2011, has been designated as one of the Top 100 Events in North America for 2011 by an experienced expert tourism industry selection committee. Canada Blooms was one of only ten events from Canada to make ABA's Top 100 list. Inclusion in the Top 100 list, published as a supplement to the September/October issue of *Destinations* magazine, indicates that Canada Blooms offers excellent entertainment value to both tour groups and individual travelers from around the world, according to ABA.

With the release of the American Bus Association's 2011 Top 100 Events in North America, ABA celebrates 29 years of the program. What began as a way for motorcoach operators to incorporate new product into their itineraries has grown to one of the most sought-after lists by travel professionals, motorcoach operators and the general public.

"The attractiveness of Canada Blooms as a don't-miss entertainment value is only part of why its selection this year is such a distinction for Canada Blooms," said Peter J. Pantuso, CTIS, ABA's president and CEO. "The real news here is that Canada Blooms has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Toronto and The Direct Energy Centre an important boost in visibility among professional tour planners."

According to studies completed by researchers at The George Washington University and Dunham and Associates, one overnight visit by a motorcoach group can leave from US \$5,000 to more than US \$13,000 in a local destination's economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes.

"Motorcoach groups spend more and stay longer," Pantuso said. "That's why Canada Blooms is truly a local economic asset. There is no better way to jump-start tourism than to attract motorcoach groups to a great event and convince them to extend their stay."

ABA's 2011 Top 100 Events Selection Committee selected Canada Blooms from among a record number of more than 650 event nominations submitted by ABA members. Judges considered the event's broad appeal, its accessibility to motorcoaches and skill at handling large groups, and a variety of other relevant criteria.

The Top 100 Events list is available online at www.buses.org/top100.

For more information about Canada Blooms, please visit: www.canadablooms.com.

Canada Blooms 2011 Festival information:

Dates: Preview Party Tuesday, March 15th
 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, Toronto Ontario
Tickets: Available December 1st, 2010- 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

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