

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

Feel the Rhythms of Gardening and Horticulture at Canada Blooms

Canada Blooms celebrates their 15th Anniversary from March 16-20, 2011 at the Direct Energy Centre

Toronto, Ont. – From March 16-20, 2011 Canada Blooms returns to the Direct Energy Centre celebrating their 15th Anniversary as Canada's largest flower and garden festival. This year the Festival's theme is "Rhythms" as they gear up to help celebrate the JUNO's 40th anniversary and return to Toronto.

Canada Blooms 2011 will feature a paradise bursting with six acres of glorious gardens in full bloom, more than 100,000 square feet of green-thumb shopping, over 200 hours of seminars, workshops and demonstrations, a special children's area and much more.

"As Canada Blooms marks its 15th Anniversary, we are very excited to have a great lineup of new additions to the festival this year, as well as our involvement with the JUNOs" said Gerry Ginsberg, General Manager, Canada Blooms. "Canada Blooms has been one of the first signs of spring for Canadian garden-lovers and with daily special features and new evening programming, festival visitors are sure to get spring fever."

The 2011 Festival Highlights:

- ✿ Canada Blooms experience the JUNO "Rocks" Gardens honouring the 40th Anniversary JUNO Awards will feature five celebrity gardens built by Award Winning Ontario Landscape/Designers.
- ✿ The Canada Blooms Preview Party presented on March 15th 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 15th Anniversary Celebrations.
- ✿ 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.
- ✿ Over 250 garden exhibitors will be presenting the latest in gardening and horticultural products. Show visitors are encouraged to visit the new product showcase to be the first to buy the newest gardening products in Canada.
- ✿ A spectacular entrance garden created by over 40 members of Landscape Ontario will welcome show visitors. The Green for Life Garden will be one of the largest gardens created in the history of Canada Blooms.
- ✿ The City of Toronto celebrates the environment and their commitment as One of Canada's Greenest Cities with the presentation of the all new Urban Forest Garden.
- ✿ Visitors will enjoy a variety of evening programs at Canada Blooms: Preview St.Patrick's Day with special performances on the evening of March 16th; Industry Night and Awards Program on March 17th; Tourism Spain Night hosted by CTS-TV on March 18th
- ✿ Canada's largest flower show presented by the Garden Club of Toronto will feature 10 International competitors from Europe, Asia, the Caribbean and the United States.
- ✿ 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.
- ✿ The all new Canadian Gardening Speaker Series will be presented daily on the main stage of Canada Blooms 2011 as the opening event.

- ✿ Visit the all new Twinings Tea Garden and taste the world's finest teas paired with pastries and other culinary delights.
- ✿ Enjoy March Break with special family experiences in the all new Gardens for Living Natural Playground.
- ✿ Guests will have an opportunity to Win an All Expenses Trip for two to the Garden Destinations of Ireland and Spain.

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.

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