

# Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

**For Immediate Release**

## **Your Next Vacation Destination Awaits You at Canada Blooms**

*Canada Blooms helps you discover the gardens of Canada, Ireland and more*

**Toronto, ON** – As summer approaches, vacation days are booked and you begin to consider travel destinations, be sure to visit Canada Blooms for insight into the world of Garden Tourism. From March 17 to 21 Canada Blooms will transform the Direct Energy Centre in Toronto into Canada's largest garden and flower festival featuring many International and National Garden Travel destinations and Garden Tours for the enjoyment of garden-lovers and travelers throughout the upcoming travel season.

Canada Blooms visitors are encouraged to visit the VIA Rail Garden Route Lounge in the Blooms Marketplace and enter the **New Classical 96.3 fm/VIA Rail Garden Route 'Win a Trip to the Garden Route Garden of your Choice' Contest**. As Canada's only national Garden Tourism initiative, the VIA Rail Garden Route runs from Victoria to Halifax, highlighting 18 magnificent gardens and 27 Communities in Bloom, all winners of the prestigious 5-Bloom award. Festival attendees can learn more about the many spectacular gardens along the VIA Rail Garden Route by speaking with representatives from Garden Destinations across Canada.

"In the spirit of enhancing the tourism appeal of the garden experience and so that travelers can enjoy the beauty of a variety of gardens in each city they visit, we continue to add Feature Gardens and Garden Attractions to the program", said Tony DiGiovanni, Executive Director of Landscape Ontario, organizers of the Garden Route. "In 2010 we welcome three new Feature Gardens, including Oshawa's Parkwood Estate, who will join us in celebrating these exceptional garden destinations in the VIA Rail Garden Route Lounge located in the Marketplace".

Also, if you have ever considered visiting Ireland to take in the scenery and see the abundance of spectacular gardens Canada Blooms has your chance! Courtesy of Tourism Ireland and Air Transat, show attendees of Canada Blooms can cast their vote at the Tourism Ireland booth (#410) for the **People's Choice Garden Award** for their favourite Canada Blooms feature garden presented by Tourism Ireland, Air Transat and the Toronto Star for their chance to win a trip for 2 to discover the gardens of Ireland. Trevor Edwards, a career horticulturist from Ireland, will also be at the Tourism Ireland booth sharing his vast knowledge of Ireland's beautifully cultivated gardens.

Other garden travel destinations and garden tour organizations that will be located in the Marketplace at Canada Blooms include:

- Granada Board of Tourism
- Butchart Gardens (Brentwood Bay, British Columbia)
- Consulate General of the Czech Republic
- Halifax Regional Municipality
- Kingsbrae Gardens (St. Andrews, New Brunswick)
- Ottawa Tourism
- Reford Gardens (Grand Métis, Quebec)

- Tourism Vancouver Island
- Tourist Office of Spain
- Royal Botanical Gardens (Burlington, ON)
- Parkwood National Historic Site & Garden (Oshawa, ON)

In addition, **Grey Power, Signature Sponsor of the Grey Power® Celebrity Stage** at Canada Blooms, encourages travelers to check out their offers for comprehensive and affordable travel insurance, which can be added to a homeowner's policy. **TRAVELWELL®** is a convenient annual plan that covers you and your family for multiple trips of up to 30 days each, for one low price. Even if you only travel once a year, you can still save money with their two available plans: Basic (for emergency medical assistance) or All Inclusive (for emergency medical assistance, trip cancellation, trip interruption & baggage loss, damage or delay).

### Canada Blooms 2010 Festival Information

Dates: Wednesday, March 17 to Sunday, March 21, 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 Ont.  
 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

**Canada Blooms Founding Sponsors:** Landscape Ontario and Garden Club of Toronto.

**Canada Blooms 2009-2010 Presenting and Supporting Festival Sponsors:** The Home Depot Canada, Royal Bank of Canada, Grey Power, Canadian Cancer Society, VIA Rail Canada and Ontario Tourism.

### Canada Blooms Corporate Sponsors

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### Canada Blooms Media Sponsors

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**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, now in its fourteenth year, is also dedicated to providing the community with horticulture expertise, education and resources on an ongoing basis.

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

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