

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

Celebrate the return of spring at Canada Blooms

Canada's largest flower and garden festival returns in all its blooming glory from March 16 - 20, 2011

Toronto, Ont. – Canada Blooms returns from March 16 – 20, 2011 as it transforms the Direct Energy Centre, Exhibition Place in Toronto, into Canada's largest flower and garden festival.

“This year, Canada Blooms is celebrating the rhythms of gardening along with our 15th Anniversary, which is why we are also excited to be celebrating the 40th Anniversary of the JUNO Awards,” said Gerry Ginsberg, General Manager, Canada Blooms.

Canada Blooms invites festival attendees to experience the magnificent gardens designed by Canada's leading architects and landscapers, participate in over 200 hours of free seminars and enjoy exclusive garden shopping at the Marketplace.

Canada Blooms Highlights & Showstoppers:

- **Celebrating – The 40th Anniversary JUNO Awards**

Experience the ‘JUNO Rocks’ Gardens - featuring the designs of JUNO Award Winners, Jilly Black, Sarah Harmer, Ben Heppner, Carolyn Dawn Johnson and the tribute garden to Oscar Peterson created in partnership with Ontario's award winning Landscapers. Featured performances by Carolyn Dawn Johnson on opening day.

The New JUNO Glam allows guests to experience the JUNO Galas of past and present. Experience the flowers, décor, colours and red carpet that few have seen before.

Win VIP Tickets for two to the 40th JUNO Awards Ceremonies – Festival visitors are encouraged to vote on their favourite JUNO Rocks Garden at Canada Blooms and Win a VIP pass for two to the events of the 40th Anniversary JUNO Awards.

- **The Home Depot Backyard Garden Oasis**

Upon entering The Home Depot Backyard Oasis Garden, festival visitors will find themselves in a memorable backyard setting. Once inside, visitors will be surrounded by lush gardens showcasing the many ideas that can be achieved in one's own backyard. Visit the deck design expert for inspiration and ideas for upgrading an existing space or speak with any of The Home Depot Associates for advice on outdoor projects. Whatever the outdoor question may be, The Home Depot can help!

- **Meet Canada's Top Gardening Personalities**

Each day, leading experts address a special theme, from organic gardening and ecology to plants and design at the Canada Blooms Educational Series. Don't miss Mark Cullen and Denis Flanagan as they

present highlights daily at 11:30am. Plan your visit using the speaker schedules at the Canada Blooms Guide for the Green for Life Stage, Blooms Educational Room and CTS-TV Master Gardeners Stage – visitors are sure to come away with lots of ideas and inspiration!

- **Win a Trip to Discover the Gardens of Ireland**

Festival attendees have the opportunity to vote for their favourite garden in the People's Garden Award's Program by entering their ballot at the Tourism Ireland and Toronto Star booths. One lucky winner could win a trip for two to discover the gardens of Ireland. Thanks to Air Transat, the Toronto Star and Tourism Ireland! Join Tourism Ireland on Opening Day for a Preview to St. Patrick's Day, Wednesday, March 16th.

- **Scott's Miracle-Gro "Ask the Experts"**

Stumped by a lawn or garden problem? The experts from Scott's and Miracle-Gro will help visitors find an answer. Festival attendees are encouraged to bring their questions, photos, and more to the Scott's "Ask The Experts" booth located in the Marketplace Feature Area and they can help everyone grow the world they want. Saturday, March 19th is Scott's Miracle-Gro Day. They will be celebrating with a free gift for the first 5,000 entrants.

- **Canadian Cancer Society: Daffodils: the fight is on!**

For the Canadian Cancer Society, the daffodil is more than just a flower. It is a symbol of strength and courage, a promise in the fight against cancer. Enjoy this unique garden and experience an introspective look at those who stand behind this iconic symbol. Join the fight. Visit fightback.ca for more information.

- **VIA Rail Garden Route**

Visit The New Classical 96.3fm/VIA Rail Garden Route Lounge and fill in a ballot for a chance to win a fabulous trip for two to your choice of garden destination on the VIA Rail Garden Route. Listen to The New Classical 96.3fm on March 22nd between 8 – 9 am to hear if you won. Learn more about the many exceptional gardens along the Via Rail Garden Route by speaking directly to representatives from Garden Destinations from across Canada.

- **Niagara Wine Garden**

Festival attendees can relax and enjoy the atmosphere at the Niagara Wine Garden while meeting with friends and taking a mellow time out. Surrounding the lounge are the JUNO Rocks Gardens. Enjoy a glass of award winning Ontario's wine, taste fine cheeses presented by the Dairy Farmers of Canada in a beautiful setting that is lush and green —it's a Canada Blooms tradition!

- **Pick Ontario – Fresh Bouquets and Floral Superstars**

Did you know that some of the best cut and potted flowers and plants at your florists are grown right here in Ontario? To learn about Ontario-grown flowers and potted plants visit Pick Ontario area in marketplace. Enjoy an afternoon with the Floral Superstars, a talented group of highly acclaimed

florists. Don't miss the exciting flower styling's of Albert Graves. His high-energy demonstrations on how to create great floral arrangements with flair will leave you wanting more.

- **Every Tree Counts! Toronto's Urban Forest**

Discover the beauty of Toronto's urban forest and what everyone can do to preserve, protect and enhance our natural environments – from planting new trees to caring for mature ones. Visit their Feature Garden and enjoy Live Green Toronto Day on March 20th. Guests will receive a free ticket to the Green Living Show upon entrance.

- **Win a Trip to the Gardens of Spain**

Visit the Tourism Spain, Connaissance Travel and CTS-TV booths at Canada Blooms for a chance to “Win A Trip to the Gardens of Spain Contest”. Festival attendees can also enjoy a special experience at Tourism Spain and CTS-TV evening on Friday, March 19th.

- **The Bienenstock Natural Playground – March Break Fun!**

Bring your children – or your inner child – to this fully accessible playground of natural features and wonders. Experience the life-like sand sculptures of Karen Fralich. Climb the tree fort; play music; scramble over the stone and wood sculptures; or create castles and mazes in the sand play area. A special feature at Canada Blooms for March Break Celebrations.

- **Skills Canada Competition**

Students from post-secondary institutions across Ontario compete in a landscape gardening contest that is part of the Ontario Technology Skills competition. The teams vie to build the best garden, using the same garden design and materials, over three days during Canada Blooms. Industry judges determine the gold medalists, who will advance to the Canadian Skills Canada Competition.

- **Call 2 Recycle – Defining Moments**

Whether your passion is gardening, sports or the environment, there is always a moment where you had to defy the odds, achieve excellence and become the best. A personal moment when everything made sense, everything came together. Call2Recycle's “defining moment” is when each of us shows respect for our environment by recycling rechargeable batteries and cell phones. Visit the Call2Recycle® booth and hear these passionate stories ... and spend some time to share your own defining moment with us.

- **New Product Showcase**

Back by popular demand, the Canada Blooms New Product Showcase features the newest and most innovative gardening products available from exhibitors. Over twenty companies will feature items from paving stones to tree-shrub covers – all in one central location in the heart of Marketplace.

- **Food, Friends and Fulfillment**

Festival visitors are encouraged to take a break while visiting Canada Blooms at their new restaurant and relaxation areas. Enjoy a special tasting menu at the TWININGS Tea Garden and CP 24 Café

adjoining the Feature Gardens. Special menus are provided in the Home Publishing Hard Hat Café and new Café Soleil Restaurant. Visit Indigo to purchase the latest gardening books and meet with garden authors. Meet the experts from Scott's Canada, and receive the latest information on spring planting.

- **Featured Days at Canada Blooms**

Each day Canada Blooms is hosted by an official sponsor. March 16 – Tourism Ireland Day; March 17 – Canadian Cancer Society Day; March 18 – CP24 Day; March 19 – Scott's Miracle-Gro Day; March 20 – City of Toronto Day.

Facts about Canada Blooms 2011

800 tons of sand, 420 cubic yards of mulch, and 30 tractor-trailer loads of stone and concrete products are used by the creative garden builders at Canada Blooms in a 10 hour time frame. This accelerated process requires months of planning, a trained and knowledgeable crew of volunteers and staff, as well as 40 pieces of equipment including tractors, skid steers, 20-ton wheel loaders, forklifts, telescopic handlers, forklifts, and utility vehicles. All of the equipment is generously donated by several industry equipment dealers.

Canada Blooms also presents ¼ million plants, trees and flowers at its annual celebration. Feature gardens builder include over 20,000 plants in 18 gardens presented this at this year's show. The retail value of plant material in the gardens is well over \$500,000.

At the conclusion of Canada Blooms plants, flowers and trees are donated to the City of Toronto with the plants and flowers presented directly to Seniors Homes across the GTA.

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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