

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

For Immediate Release

Make Canada Blooms your March Break Family ‘Get-Away’ Destination

Toronto, ON – Make March Break a memorable one for you and your kids without heading down South. This year Canada Blooms is providing family fun activities that will not only entertain but also educate families about gardening, nature and the environment. With free admission for children under 12 and plenty of activities for both parents and kids, Canada Blooms will provide families with lasting memories from March 17th to 21st at its new location, the Direct Energy Centre in Toronto.

“Canada Blooms celebrates our passion for gardening at our March Break Festival, making it the perfect family fun destination” said Gerry Ginsberg, General Manager, Canada Blooms. “Families can spend quality time together, get in touch with nature and learn about fun and different ways to grow their gardens over the summer holidays.”

All Aboard!

Instead of driving into the city to visit Canada Blooms why not take the train? Taking your kids on a VIA Rail train ride not only adds a memorable touch to your trip but it also allows you to spend more quality time with your family by talking and playing games.

VIA Rail is offering visitors to Canada Blooms a 10% discount off of best available regular fares in Economy, Business or Sleeper class. This offer, for travel to Toronto, Ontario from March 13th to March 25th, inclusive, will be available through the Canada Blooms website (www.canadablooms.com) by clicking the on VIA Rail button, as of February 26, 2010. To access the discount quote VIA discount Confirmation Number: 11925.

Get Growing Toronto! Urban Agriculture in our City

Do you have a patio, balcony or yard and have always wanted to grow food with your kids? The City of Toronto’s booth will provide tips and tools to help you and your kids grow truly sustainable vegetables, herbs and fruits in any space. You will find information on balcony and container gardening, water conservation, community gardens and more.

A children’s demonstration garden will also be on site to thrill kids with live composting worms, a touch and smell garden to delight the senses, and hands-on activities including scavenger hunts and crafts. Bring your children to learn how they too can garden and grow food at home.

The Magical World of Tinker Bell

Step into the Magical world of Tinker Bell – Pixie Hollow, a place Disney Fairies call home and where every season is an important one. This four season garden walks you through the talents of each Disney Fairy: Rosetta the Garden Fairy, Silvermist the Water Fairy, Iridessa the Light Fairy, Dawn the Animal Fairy and of course the most popular of all Tinker Bell. Built through the eyes of a child this garden is meant to inspire the senses, feel the magic of pixie dust and celebrate the passion of children and their creative minds. Developed by CITY TV’s Frank Ferragane , Jordan Murfin from Vast Exteriors and Beth Edney of Designs by the Yard, this Disney Feature Garden awaits guests attending Canada Blooms 2010.

Disney Kids Interactive Area

Children can enjoy an array of activities including a Disney Video Movie Area, Colouring Programs for Kids, Get your picture taken with Tinkerbell and her friends, children's face painting and education tips on gardening programs for families.

Rainbow Play Systems Children's Play Area

Attending families will enjoy a special afternoon of interactive play in the Rainbow Children's Play Area. Climbing, swinging and sliding in the Featured Area of Canada Blooms all in a supervised environment.

Skills Canada Competition

If you have kids considering a career in gardening and agriculture Canada Blooms is a great place to take them since many industry professionals will be on site. The Skills Canada Competition will also be on site, which is a competition that allows College students from across Ontario to compete in the construction of a garden. This event will serve as a training and evaluation project in preparation for the World Skills Competition.

Other March Break highlights include:

- **Preview Party Celebration** – Celebrate the *passion* of spring at Canada Blooms Preview Party on March 16, 2010. Tickets are \$75 and include a Welcome Temptation Drink upon arrival and food stations set up among the gardens and marketplace. Stroll through the gardens, experience the floral displays and be among the first to shop in the Marketplace. Canada's top 20 gardening personalities will be in attendance to officially open Canada Blooms 2010!
- **RBC Speakers Series includes the Grey Power Celebrity Stage, Enbridge "Gardening Solutions" Stage, CTS "Master Gardeners" Stage and The Home Depot "Garden Centre Stage** - Each day, leading experts from across North America address a theme- organic gardening and ecology, plants, design and urban gardening. Don't miss Mark Cullen and Denis Flanagan presenting a daily roundup of festival highlights. Learn the latest gardening techniques from Canada's top experts on four interactive stages daily throughout Canada Blooms.

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 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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About Canada Blooms

Dedicated to providing horticulture expertise, education and resources on an ongoing basis, Canada Blooms is a not-for-profit organization that gives back to the community throughout the year by funding community garden projects around Ontario.

For more information and to purchase festival tickets, please visit: www.canadablooms.com.

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