

News Release

For Immediate Release
September 2009

“PASSIONS” IN THE SUBURBS AS CANADA’S LARGEST FLOWER & GARDEN FESTIVAL PARTNERS WITH SOUTHWESTERN ONTARIO’S LARGEST HOME & GARDEN SHOW

Canada Blooms partners with Continuum Productions to bring a preview of spring to the Golden Horseshoe at the 2010 Ideal Home & Garden Show

HAMILTON – Continuum Productions Inc., producers of Southwestern Ontario’s largest suburban home & garden show; The Ideal Home & Garden Show at the new Careport Expo Centre in Hamilton has come together with Canada Blooms to form a unique partnership.

From March 5-7, 2010 visitors attending the Ideal Home & Garden Show will experience an exclusive spring preview featuring over 4,000 ft² of glorious landscapes & gardens in full bloom. Attendees can expect to see a variety of garden and landscaping ideas that are sure to awaken the senses and create excitement for the upcoming spring season.

“We wanted to ensure that our visitors would experience a “wow” factor from our feature gardens and see that these landscape features are possible in their homes. What better way to accomplish that then to partner with Canada’s largest and most prestigious garden event” says Dwayne McKillop, President, Continuum Productions Inc. “Canada Blooms is a wonderful first class event that draws from across the province and we are thrilled to partner with them to assist in showcasing Ontario’s finest landscapers and gardeners.”

“Canada Blooms will create pre-show excitement at the Ideal Home & Garden Show, while helping us to attract high quality garden and landscaping features for our visitors. This will promote the talents of our local landscaping companies in Southwestern Ontario and drive sales for them at the show.” Said McKillop.

Now in its fourteenth year, the Canada Blooms Festival themed this year around “Passions” is Canada’s largest flower and garden show dedicated to promoting horticulture and showcasing outstanding floral and landscape products and services. The festival will be taking place March 17-21, 2010 at the Direct Energy Centre in Toronto, and will feature six acres of gardens, more than 100,000 ft² of green thumb shopping, over 200 hours of seminars, workshops and demonstrations, and more. Attendees of the Ideal Home & Garden Show will have access to purchasing pre-sale tickets for Canada Blooms at a discounted rate on site.

“We loved this partnership idea from the start because it allows our event to reach out and inspire the more than 8.1 million people around the Golden Horseshoe, said Gerry Ginsberg, General Manager of Canada Blooms. We have a well known and respected home and garden show producer that has one of the most exciting events to hit the market in recent memory and we want to be a part of it.” “With the Canada Blooms Festival less than two weeks after the Ideal Home & Garden Show, we felt it was the perfect opportunity to form this partnership in a way that both shows would benefit from it,” Ginsberg said.

For more information on Continuum Productions Inc., please visit www.continuumevents.ca

For more information about Southwestern Ontario’s Largest Home & Garden show please visit www.idealhomeandgarden.ca

All Ideal Home & Garden Show potential exhibitors can contact 905-527-SHOW (7469)

For more information on the Garden Club of Toronto, please visit www.thegardencluboftoronto.ca

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

All Canada Blooms potential exhibitors can contact 416-447-8655

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