



## CANADA BLOOMS

(2009-2010)

*Media Relations, Event Management*

In late 2009, Enterprise Canada was retained by Canada Blooms, Toronto's annual floral and horticultural festival, to generate media coverage through print, online and broadcast; execute promotional ticket giveaways; and implement a social media strategy.

### Our Approach

Our media relations campaign targeted national print media, including newspapers and trade magazines, and online and broadcast coverage. The media relations teams also assisted Home Depot Canada in coordinating the highly successful Martha Stewart.

To gain a better understanding of the media interest and resources required, we encouraged the media to register for pre event media accreditation. The plan also included managing the preview party, media breakfast and media room throughout the event. Our team also coordinated media interviews with horticultural experts such as Beth Edney, Denis Flanagan, Mark Cullen and Charlie Dobbins.

To increase Canada Bloom's online presence we used national online event listings and created a social media strategy. At the center of the strategy was the Facebook fan page, which we kept up to date with event information. We encouraged fans to join by setting up a draw for those who joined the page.

*Promotions:*

## Canada Blooms

THE FLOWER AND GARDEN FESTIVAL





Enterprise Canada assisted Canada Blooms in a ticket giveaway promotion of more than 450 tickets for general admission, morning tour and preview party to both print and broadcast media outlets across Ontario.

## Results

The event generated an estimated PR Value of over \$1.5 million. The event itself was a tremendous success with attendance up by 20 per cent and an estimated audience of over 90,000 guests.

The event was covered by all major media outlets such as: CBC News and Radio, Canada AM, Breakfast Television, CityTV News, CTV, Global, Toronto Star, Globe and Mail, National Post, Toronto Sun, Canadian Press, and all major gardening and horticulture magazines, such as Canadian Living.



Canada Blooms attracted the most media coverage that the Direct Energy Centre had seen at any event in the past decade.

