



MEDIA RELEASE

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Mark's Choice Becomes Title Sponsor of Canada Blooms

*Canadian gardening gurus Mark and Ben Cullen lend their brand
to the country's largest garden and floral festival*

TORONTO, Ont. — They have been involved with Canada Blooms since it was started some 23 years ago; now, they are attaching their brand to the marquee.

Canadian gardening gurus Mark and Ben Cullen have reached a five-year agreement to be the title sponsor for the country's largest garden and floral festival and will attach their Mark's Choice brand, available exclusively at Home Hardware, to the Canada Blooms logo and wordmark.

Mark is also a Canada Blooms board member emeritus.

"We are more than just 'delighted' to become lead sponsors of Canada's greatest garden festival," says Mark. "We are over the moon. Ben shares my passion for the mission of Canada Blooms and the extraordinary contribution that this event makes to horticulture in Canada."

Through regular appearances on television, radio, online, in print or in person at seminars and shows, Mark and Ben Cullen connect with more than two million Canadians every week. An author of 23 books and the spokesperson for Home Hardware Lawn and Garden, Mark's personable style and topical information has captivated audiences and continued to garner him fans across Canada.

Mark's Choice is Mr. Cullen's personal seal of approval on more than 200 gardening products available exclusively at Home Hardware stores across Canada.

Besides adding the Marks' Choice name to Canada Blooms, Mr. Cullen and his son Ben will present regularly at the festival, which takes place annually over the March Break. At Canada Blooms, there is more than 200 hours of entertainment and information on the three stages, offering professional insight on gardening, landscaping design and trends.

"There is not a better name in Canadian floriculture and horticulture to associate with Canada Blooms than Mark Cullen's," says Terry Caddo, General Manager of Canada Blooms. "He has been an integral part of our festival since Day One, and remains the go-to authority on all things gardening in Canada."

Co-located with the National Home Show, Canada Blooms takes place March 8th to 19th, 2019, at the Enercare Centre at Exhibition Place in Toronto. For more information or for tickets, please visit canadablooms.com. Follow Canada Blooms on Twitter [@CanadaBlooms](https://twitter.com/CanadaBlooms) and Like it on [Facebook](https://www.facebook.com/CanadaBlooms).



About Canada Blooms

Canada Blooms is an annual world-class festival that connects people to the joys and benefits of nature through experiences with gardens and flowers by promoting, educating, inspiring and celebrating all aspects of horticulture. 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 entering its 23rd 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.

About Mark's Choice

Mark's Choice Ltd. is a horticultural communications and marketing company, with the brand being attached to dozens of products available at Home Hardware stores across Canada — including gardening tools, soil, seeds, gloves and other equipment useful in the garden. Before a product is approved as Mark's Choice, it must pass rigorous testing, ensuring it is made from high-quality materials, meets the needs of Canadian home gardeners, is tough enough to stand up to commercial use and will help Canadians create great looking lawns and gardens. Possibly Canada's best-known gardener, Mark's Choice President Mark Cullen is a third generation career gardener, and a "garden communicator" unlike any other. He is a best-selling author, with more than 20 books on gardening to his credit. Mr. Cullen actively maintains his website markcullen.com, where he has answered more than 10,000 questions from gardeners across the country.

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