

## A Floral Design Show to Delight the Senses

MILTON, Ont. — The Canadian Academy of Floral Art will be going patriotic with a spectacular floral design show celebrating our country. Floral artists will be challenged to design a floral show piece based on the theme, Canadian Content: A Tribute to Things Canadian, during Expo 2011. The finished floral creations will be presented during CAFA's New Member Induction Ceremony and Design Show taking place at 6:00 p.m. on Wednesday, October 19, 2011.

"We come up with different themes each year," says Derrick Foss CAFA, AIFD, president of the Academy and owner of Just Me Floral Design. "This year, when it came time to decide our theme we had just come off doing floral designs for the 40th anniversary Juno Awards, and we were a little wrapped up in Canada."

CAFA was formed to recognize and honour the artistic talents of Canadian floral designers who take the ordinary and transform it into the extraordinary. Membership is regulated by stringent standards that include a two-step examination process. Prospective members must complete a written questionnaire after viewing an online video before completing an on-site test of their artistic abilities. Successful candidates will be inducted at Landscape Ontario's Expo. This year's new inductees are Finola Jones, Neville MacKay and Heather Styba-Page.

Canadian Content: A Tribute to Things Canadian will be broken down into three categories:

- Canadian fashion
- Canadian wine
- Canadian electronics

The intermission graciously sponsored by Teleflora Canada.

"There will be some pretty interesting and far-out designs for that last one, which was inspired by the Blackberry being a Canadian invention," says Foss. "We expect people will be thoroughly entertained. This design show is the ultimate fantasy for floral designers who really want to play with their creations."

The CAFA New Member Induction Ceremony and Design Show is held in conjunction with Landscape Ontario's Expo, formerly Garden & Floral Expo, Canada's fall show for the floral and garden industry. Now in its 12th year, Expo is a one-stop shopping venue for florists, floral designers and interior plantscapers looking for both the flowers, plants and containers to inspire their floral creations.

Tickets for the CAFA New Member Induction Ceremony and Design Show are \$35 for both members and non-members. Group of three receive a special \$100 rate, but must purchase the ticket by emailing [showinfo@loexpo.ca](mailto:showinfo@loexpo.ca) to pre-register the group.

For industry professionals interested in the Expo 2011 trade show only, the registration fees for Landscape Ontario members are \$10 and \$15 for non-members until October 7. Prices increase after that date. Registration is now open. Visit [www.loexpo.ca](http://www.loexpo.ca) for details.

Mark your calendar for the CAFA New Member Induction Ceremony and Design Show:

Wednesday, Oct. 19th      6 p.m. — 10 p.m.

Location: CAFA Stage, Hall H, Toronto Congress Centre, North Building, 650 Dixon Rd., Toronto, Ontario M9W 1J1

Website: Additional information on EXPO 2011 can be found at: [www.loexpo.ca](http://www.loexpo.ca)

About EXPO 2011, Landscape Ontario and strategic partners:

EXPO 2011 is Canada's fall show for the floral and garden industry. Over 3,000 buyers will attend the expo, which showcases new products, recent plant and floral introductions and product demonstrations. Information is available at <http://www.loexpo.ca> or learn more about Expo 2011 here: <http://youtu.be/ooBbf1NmurY>

Landscape Ontario Horticultural Trades Association, one of the most vibrant associations of its kind, is comprised of over 2,000 members, ten sector groups and nine local chapters. Its trade mission is to promote the horticulture industry in Ontario, and its public mission, Green for Life, promotes the joys and benefits of plants and green spaces. Visit <http://www.landscapeontario.com> for more information.

Flowers Canada (Ontario) Inc. is a not-for-profit organization representing over 250 commercial floriculture greenhouses in Ontario who produce hundreds of varieties of potted and bedding plants, propagation materials and cut flowers for distribution throughout North America. As a united voice, they support the needs of growers related to pest management, research, international trade, human resources, marketing and many other areas that are critical to their success. Visit <http://www.flowerscanadagrowers.com/ontario> for information on grower programs.

Pick Ontario is a comprehensive marketing communications campaign funded by the Ontario Greenhouse Alliance, the Agricultural Adaptation Council and Agriculture and Agri-Food Canada, Pick Ontario. The campaign was developed by Flowers Canada (Ontario) Ltd. to raise awareness, interest and demand for Ontario-grown cut flowers and potted plants. <http://www.pickontario.com> hosts more information on the program.

The Canadian Academy of Floral Art was formed to recognize and honour the artistic talents of Canadian Floral Designers as an art form. Members, who have successfully completed a rigorous two-phase examination process, are permitted and encouraged to add the initials CAFA following their name. The organization recognizes and promotes artistic talents of Canadian Floral Designers to the public and to the floral industry. To learn more about the Academy visit <http://www.cafachat.com/eng/cms/>