



CN TOWER
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- For immediate release -

CN TOWER COMMUNITIES IN BLOOM GARDENS ***CN Tower Launches New Greening Initiative!***

(May 31 2005) Toronto, Canada.... The CN Tower was joined by their colleagues at Canada Lands Company as well as representatives from *Communities in Bloom*, Mayors, dignitaries and "greening teams" from eight communities across Canada, school children and teachers from *Schools in Bloom*, and others today, to launch the **CN Tower Communities in Bloom Gardens**, a new greening initiative and tribute to the National *Communities in Bloom* program and Canada's natural beauty located at Canada's treasured landmark.

In recognition and support of the *Communities in Bloom* program's role in fostering civic pride, environmental responsibility and beautification across Canada, on this occasion, *Communities in Bloom* were presented with a generous donation of \$25,000 by National sponsor Canada Lands Company, federal Crown corporation and owners and operators of the CN Tower.

For the 2005 season, Canada's National Tower recognized eight Canadian communities from across Canada for their feature garden areas at the CN Tower: Brampton (Ontario), Fort St. John (British Columbia), Goderich (Ontario), Halifax Regional Municipality (Nova Scotia), Kincardine (Ontario), Oshawa (Ontario), Stratford (Ontario) and Vaughan (Ontario). The eight communities who have participated are all past or current CIB award winners and were selected on expressions of interest. Each garden has been carefully planned, creatively designed and distinctly landscaped with florals and plants that pay tribute to the community support, floral heritage, typical geography, historical charm, natural beauty and diversity of each community.

Four schools, winners of the Ontario Schools in Bloom competition were also recognized for their efforts in schoolyard greening, gardening and environmental awareness with the unique opportunity to decorate the panels to form the cladding around planters in the garden area:

Toniata Public School (Brockville, ON) – elementary
Innisfil Central Public School (Lefroy, ON) – elementary
Fellowes High School (Pembroke, ON) – senior
East Elgin Secondary School (Aylmer, ON) – senior

“Canada’s National Tower salutes Canada’s *Communities In Bloom* and supports tourism to Canada through the **CN Tower Communities in Bloom Gardens**,” said Jack Robinson, General Manager of the CN Tower. “We hope that Toronto visitors will enjoy the CN Tower’s enhanced green spaces and admire Canada’s natural beauty through the gardens and the distinct charm of the communities represented.”

“*Communities in Bloom* is an environmentally responsible organization that has been beautifying communities across the country,” said Jim Lynes, Acting President & CEO, Canada Lands Company.

“Canada Lands has been supporting the organization for a number of years on individual projects and this year we are extremely happy to become a national sponsor of their programs and also pleased to host this first ever event at the CN Tower, one of our most important properties.”

“The CN Tower is helping *Communities in Bloom* to flourish for millions of visitors” said Raymond Carrière, President. “CIB is pleased to have CLC as a national sponsor and to partner with the CN Tower to develop the Communities in Bloom Gardens at the CN Tower. The project is an excellent opportunity to showcase our program to visitors from across Canada and around the world...and to help the CN Tower grow. We are also looking forward to promoting sustainable development with the Canada Lands Company in communities throughout Canada.”

The CN Tower is pleased to recognize the generous support of two important partners for the Communities in Bloom Gardens at the CN Tower - Scotts Canada and Home Hardware.

About The CN Tower

Defining the Toronto skyline, at a height of 553.33m (1,815 ft., 5 inches), the CN Tower is the World’s Tallest Building, a Wonder of the Modern World, Canada’s national icon, an important telecommunications hub, and Toronto’s “must see” attraction. Visited by approximately 2 million people each year who enjoy breathtaking views and all the CN Tower has to offer: three observation levels including the world famous Glass Floor and the SkyPod, the highest of them all, theatre, rides, arcade, exhibits, shopping and three restaurants including *360 The Restaurant at the CN Tower* with award-winning cuisine and ambiance, a revolving view overlooking Toronto and a selection of over 550 international labels from a wine cellar in the sky. The CN Tower is Toronto’s ultimate event venue hosting over 300 events each year for 2 to 2000 people. Canada’s National Tower salutes Canada’s *Communities In Bloom* with enhanced green spaces representing Canada’s natural beauty and the distinct charm of its communities.

About Canada Lands Company

Canada Lands Company, a federal Crown corporation and owner of the CN Tower has been supporting *Communities in Bloom* for a number of years through a variety of initiatives and in 2005 is pleased to be a National sponsor.

About *Communities in Bloom*

Communities in Bloom is a Canadian non-profit organization committed to fostering civic pride, environmental responsibility, and beautification and to improving quality of life through community participation and the challenge of national competition. The program consists of municipalities receiving information and being evaluated, either provincially or nationally, by a jury of professionals on the accomplishments of their whole community in the areas of Tidiness, Urban Forestry, Environmental Awareness, Landscaped Areas, Community Involvement, Floral Displays, Heritage Conservation along with Turf and Ground Cover Areas. From 29 municipalities in 1995, the program now involves over 500 municipalities, from all provinces and territories, throughout Canada. In addition to promoting environmentally friendly gardening, the program also promotes Ontario’s *Schools in Bloom* and a winter version of the program called, *WinterLights*.

About Home Hardware

Home Hardware is proud to be the national retail sponsor of *Communities in Bloom*. In nearly 1,000 communities across Canada, Home Hardware Dealers and their staff offer great products and friendly advice to assist their customers with beautifying their homes and communities. The company is Canada's largest independent hardware, lumber and building materials and furniture retailer, with annual retail sales of \$4.2 billion. The cooperative, which includes Home Hardware, Home Building Centre, Home Hardware Building Centre and Home Furniture banners, was founded on January 1, 1964 by approximately 128 independent hardware Dealers.

About Scotts Canada

Headquartered in Mississauga, Ontario, Scotts Canada is Canada's leading supplier and marketer of consumer lawn and garden products. Scotts Canada is a subsidiary of the 137-year-old Scotts Company, the world's leading lawn and garden products company, based in Marysville, Ohio.

About Schools in Bloom

Schools in Bloom is an Ontario-wide project for schools developed to stimulate pride and beautification at Ontario schools through a fun and friendly competition. In just three years, thousands of students, teachers, parents and community members have participated in the Schools in Bloom schoolyard greening competition. The top-placing schools win their very own student-decorated display planter showcased for one year at the base of the World's Tallest Building, the CN Tower.

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