

Bringing Communities to Life



Donner vie aux collectivités

For Immediate Release:

PLANT HOPE IN 2021



March 1, 2021 – Communities in Bloom (**CiB-Cef**) and its partners, including the **Canadian Nursery Landscape Association** and **Garden Centres Canada**, are working together to summon **everyone** to create **Hope Gardens** for 2021.

Across Canada and beyond, our goal is to see the land awash with gardens featuring yellow, the international colour of hope. Whether it's flowers, fruits, shrubs or vegetables – just plant the seeds! From parks to playgrounds, front yards, back yards, balconies, baskets, boulevards, barrels and planters, wherever there's an empty space to grow, there is room for a plant.

Throughout 2021, anyone and everyone, including municipalities, organizations, schools, churches, colleges and universities, clubs, businesses, and individuals can participate by planting a **Hope Garden**. Share photos of your gardens on CiB's social media platforms with the hashtag **#hopeisgrowing**. Once you've entered your **Hope Garden**, you will become eligible for national and global recognition for your efforts! You will also receive a downloadable Hope Garden sign and information about hardy plants and growing tips for success.

Just as people around the world took up gardening in record numbers in 2020, we expect to see a yellow wash of hope growing around every corner in 2021. After all, the garden is where Hope is Growing!

For more information visit www.hopeisgrowing.ca or email communication@cib-cef.com

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About Communities in Bloom

Communities in Bloom is a Canadian non-profit organization and national charity committed to fostering civic pride, environmental responsibility and beautification through community involvement and the challenge of a national program, with focus on the enhancement of green spaces in communities. Within the context of climate change and environmental concerns, communities involved in the Communities in Bloom program can be proud of their efforts, which provide real and meaningful environmental solutions and benefit all of society. For more information, visit www.communitiesinbloom.ca.

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