



Canada's Annual Celebration of Gardens and Gardening

***Garden Days* is Growing!**

Garden Days is the national, fun-filled celebration of the vital role that gardens and gardening play in our communities and our lives.

We are pleased to announce that starting this year, ***Garden Days*** will be a **10-day event from June 9 to 18 inclusive** with **National Garden Day being celebrated on Friday, June 16.**

In response to popular demand, Garden Days 2017 will span two weekends, the second being Father's Day weekend, and the week in between. This 10-day period, from June 9th to 18th inclusive, will give activity organizers, especially schools, much more flexibility to host a weekday activities and /or to host activities on either or both weekends, the choice is yours!

There is no cost to you for being part of this national program!

To celebrate ***Garden Days***, we invite you to organize special activities and/or promotions at your garden, garden centre, school, community facility or business. This is also great opportunity for garden-focused organizations, such as horticulture societies, garden clubs, Master Gardeners and the like, to launch a new activity or align an existing event that takes place between June 9 & 18, with ***Garden Days***. Your activity will remain prominent in your community and, at the same time, benefit from national exposure by being part of ***Garden Days***.

Your participation can be as easy as free or reduced-price admission to your garden, a garden centre plant sale, holding a 'how to' garden-themed session, or hosting a special community event or garden party. What you do is entirely up to you. The intent is simply to profile your celebration of gardens and gardening and your contribution to Canada's garden experiences.

Whatever you decide to do, we invite you to register your activity or promotion, **at no cost**, on <http://gardendays.ca> It's as simple as clicking on the '**Register**' button and inputting your information.

As soon as you register your activity, we'll send you the **Garden Days** Official Activity logo, which you can use in promotions of your activity.

Looking for inspiration?

If you'd like to see the wide variety of activities that have been organized in previous years, click on 'See Past Activities' at the top of the 'Activities' page at <http://gardendays.ca/> You will discover a treasure trove of ideas!

Garden Days is supported by a vibrant national Public Relations and Social Media campaign as well as national and provincial spokespeople. We invite you to connect with your provincial spokesperson by visiting the home page of <http://gardendays.ca/> and clicking on the name of your provincial spokesperson, and also to share your activities on the Garden Days Facebook page at <https://www.facebook.com/GardenDaysCanada> and on Twitter at: #gardendayscanada

We hope you'll get involved!

Questions? Please don't hesitate to get in touch with Carol Cowan at 416-929-1066 or marketing@gardencouncil.ca

Garden Days is organized by: Canadian Garden Council www.gardencouncil.ca

Notes:

1. Please feel free to share this email with your colleagues.
2. We're so excited about Garden Days that we're telling everyone . . . and some people more than once! Our apologies if you received more than one copy of this email.