



Year of the Garden  
Année du jardin



# Presentation

October, 2021

# A year long, nationwide celebration

## Celebrating an important anniversary

**2022** is the **centennial of Canada's ornamental horticulture sector** marked by the Canadian Nursery Landscape Association (**CNLA**) **100<sup>th</sup> Anniversary**.

The **Year of the Garden 2022**, January 1 to December 31, will:

- **celebrate** Canada's rich horticulture and garden heritage
- **celebrate** today's vibrant garden culture
- **create** legacies for a sustainable future

A year long invitation to Canadians

**'Live the Garden Life – Vivre la vie de jardin'**

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# Canadian Garden Council proclaims 2022 Canada's Year of the Garden

Our Mission is to **celebrate and generate development and growth of Canada's garden culture.**

As the country recovers from COVID, the **Year of the Garden 2022** will mark an important period **for Canadians of all ages to learn more about growing, enjoying and experiencing gardens, and all the vital quality of life benefits they provide.**

**On March 22, 2021**, with the support of Canada's Garden-Family, **2022 was proclaimed the Year of the Garden.**

**On June 21**, the **federal government recognized 2022 as Canada's Year of the Garden** via a House of Commons declaration



# A Garden Celebration for all Canadians

Passion for gardening has never been more evident than during the pandemic as families sheltered at home and turned their yards into practical and beautiful garden sanctuaries.

The **Year of the Garden 2022** is an engaging **marketing and communication campaign** to be delivered from coast to coast to coast via **traditional and digital media and members Canada's Garden-Family**.

There'll be **something of interest for everyone** of every age and for all gardening skill levels from novice to expert.

This Campaign is meant to **profile and enhance all the good work being done** by members of Canada's Garden-Family and make it easy for Canadians to participate.



# Founding Partners

The launch of the **Year of the Garden 2022** was made possible by the generous support and guidance of the Founding Partners





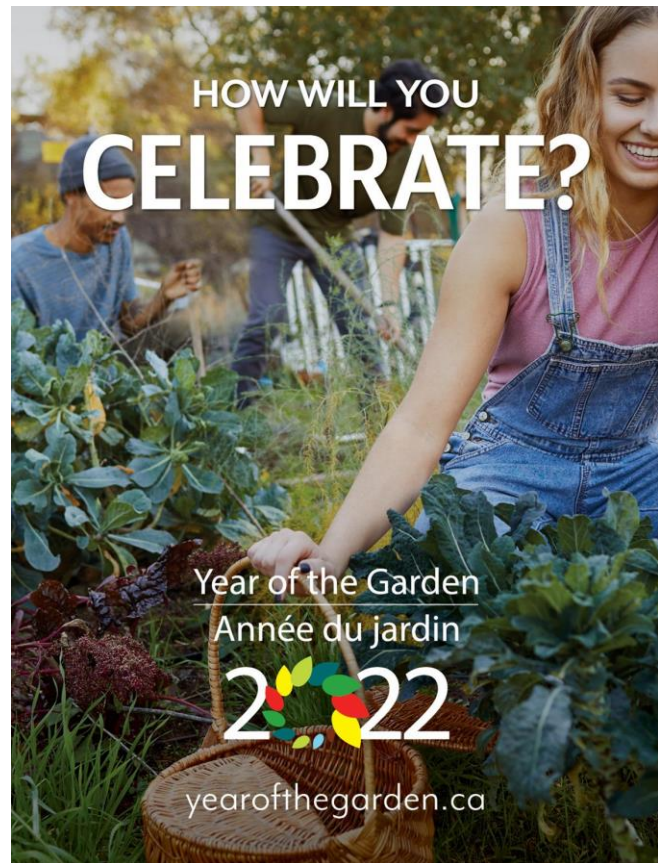
# Invitation to Canadian Municipalities

In collaboration with CiB and Fleurons du Québec, an invitation is going to Canadian municipalities to join the celebration by:

- Proclaiming **2022 the Year of the Garden**
- Committing to be a **Garden-Friendly City**
- Celebrating our **National Garden Day** – Saturday before Father's Day, June 18, 2022

**Toronto was the first to do it !**

**Can every CiB Municipality Proclaim 2022 the Year of the Garden?**



# Invitations to Canadians

## Making it Easy to Participate!

**Invitations to join the celebration** via the many existing and new activities and promotions offered by members of the Garden-Family in communities across the country to facilitate their participation to the **Year of the Garden 2022**.

## First Invitation: Make Your Garden A Celebration Garden!

Canadians will be invited to sign up their gardens as a “**Year of the Garden 2022 Celebration Garden**”.

**How can you invite Canadians to sign up their garden and celebrate the Year of the Garden 2022?**



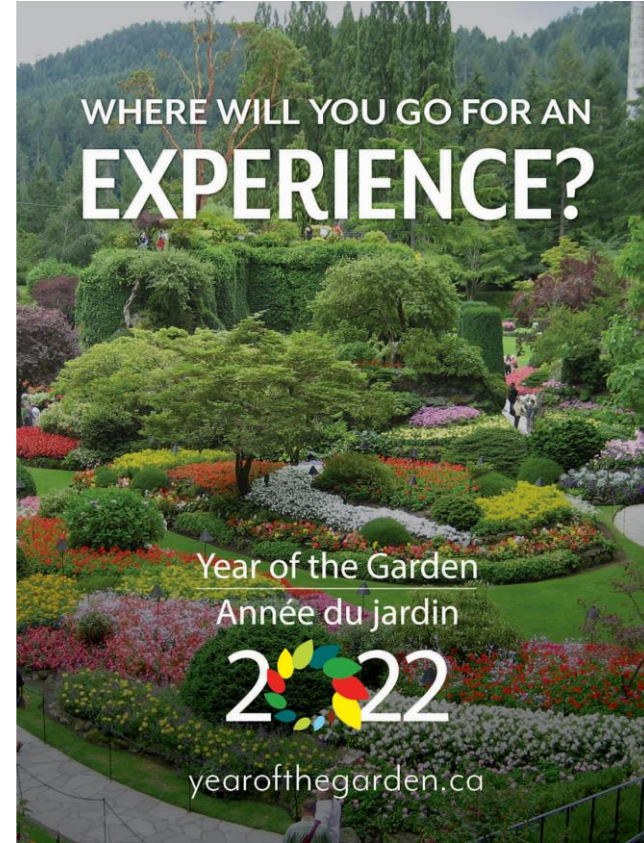
# Visit your favorite garden or discover a new one

**Invitation to visit the many gardens across the country on Canada's Garden Route and in your community during the Year of the Garden 2022.**

Viewing landscapes that represent different regions, climate zones and purposes is a fun and educational way to inspire Canadians with ideas for their own garden sanctuaries.

**Which gardens would you suggest Canadians visit during the Year of the Garden 2022?**

**If you have a public garden, is it on Canada's Garden Route?**





# Celebrate our Garden Heritage

During the **Year of the Garden 2022** Canadians will be invited to **discover gardening traditions** such as the First Nations' knowledge of living in harmony with plants and nature, early 'European-style' gardens and the importance of historic gardens like those in Annapolis Royal and Québec City as well as garden traditions introduced by immigrants from around the world.

**What would you like Canadians to learn during the Year of the Garden 2022?**



# Plant Red and show your Canadian garden pride

Following on Communities in Bloom's successful 2021 invitation to "Plant Yellow", the **Year of the Garden 2022** invites all Canadians to plant something **red** to express their Canadian garden pride and the joy of celebrating the **Year of the Garden 2022**.

From parks to playgrounds, front yards, back yards, balconies, baskets, boulevards, barrels and planters, wherever there's an empty space, there is an opportunity to plant **red** and join in the 2022 celebration.

**What would you invite Canadians to plant during the Year of the Garden 2022?**



# Climate Action gardens and gardening

**Gardens and gardening are one of the most effective ways for Canadians to positively impact climate change.**

Plant trees, rain gardens, green roofs and food gardens for sustainable nature-based climate solutions for a greener future.

**Canadians will be invited to** register their 'Climate Action Garden' and discover its environmental impact thanks to a calculator being developed by Canadian Nursery Landscape Association.

**How can you invite Canadians to register their garden?**



# Inviting Canadians to be Garden Volunteers

**Volunteering improves quality of life as well as the community's quality of life.**

Canadians will be encouraged to **engage with volunteer gardening opportunities in their communities** for the **Year of the Garden 2022** and to discover the benefits and the fun of sharing their passion for gardenening and learning from others by becoming a member of a garden organization.

**How could you invite Canadians to engage with gardening during the Year of the Garden 2022?**





# Garden RX

During the **Year of the Garden 2022** Canadians will learn about the **many benefits that plants, gardens and gardening have on health and well-being**. It will be like getting a garden prescription for the future.

**Year of the Garden 2022** will provide a weekly garden prescription.

**What garden prescription would you suggest for the Year of the Garden 2022?**



# A Garden for Every School

A legacy goal of the Year of the Garden 2022 is 'A Garden for Every School', providing an important learning opportunity for every child and for future generations.

A kit will be made available to learn about the many programs available to help schools plant, grow and maintain sustainable garden experiences.

**How could you support this Year of the Garden 2022 legacy goal?**



# Canadian Garden Heroes

Every garden organization has a **special person** who inspires and leads volunteers in planting a love of gardens and gardening. Not-for-profit garden organizations will be encouraged to recognize their passion and hard work by selecting a person to be their **Year of the Garden 2022 Canadian Garden Hero** to be celebrated during **Garden Days, June 11 to 19.**

**Do you know a garden organization that could celebrate their Year of the Garden 2022 Garden Hero?**

Right: **Eileen Hunt**, volunteers with "Friends of Maplelawn Garden." This is just one of several community garden projects she is involved in.



# Canadian Garden Hall of Fame

The **Year of the Garden 2022** – ‘**Canada’s 100 Garden Moments**’ will shine a spotlight on **the achievements and leader** who have helped to **shape today’s rich Canadian garden culture** and why horticulture heritage matters.

Who or which event would you nominate to be one of “**Canada’s 100 Garden Moments**” ?



Above: **Brother Marie-Victorin**, the father of the Botanical Garden of Montreal.

Left: **Isabella Preston**, ornamental plant breeder.



# Live the Garden Life Agenda

The **Live the Garden Life Agenda** will become a **dynamic source of information** that will keep everyone updated on what's happening **when and where, and how to connect, to engage, to participate and celebrate.**

**It's not too soon to begin planning your activities or promotions for the Live the Garden Life Agenda.**



## YOUR ACTIVITY

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# The Year of the Garden 2022 Starts Now

## Start Planning

It's not too soon to begin thinking about how Canadians might '**Live the Garden Life**' during the **Year of the Garden 2022** at home, work, school, in their communities, clubs and societies or even while on vacation!

**How can you help Canadians celebrate the Year of the Garden 2022 and Live the Garden Life?**



# Our Invitation - Join the Celebration

Join the the Garden-Family, from growers to garden centres and retailers, designers, landscaper and the garden experience sector from public gardens, horticultural societies and garden clubs, to garden communicators, educators and affiliated businesses and **engage with the Year of the Garden 2022 and share your knowledge and expertise.**

Sign up your activity and/or promotion! Be a Sponsor! Be a Patron or a Friend of the Year of the Garden 2022!

Reach your goals and help us make it easy and fun for Canadians to:

**‘Live the Garden Life - Vivre la vie de jardin’**

during

**Year of the Garden 2022**

We have received over 150 letters of support from all branches of the Garden-Family!

# The Year of the Garden 2022 Team

Canadian Garden Council - [gardenscanada.ca](https://gardenscanada.ca)

Enterprise Canada - [enterprisecanada.com](https://enterprisecanada.com)

Grow with AMP - [growwithamp.com](https://growwithamp.com)

Jacques Ouimette Communications - [jacquesouimette.com](https://jacquesouimette.com)

Paradigme Stratégies - [paradigmestrategies.com](https://paradigmestrategies.com)

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Learn more about the Canadian Garden Council and the Year of the Garden at: <https://gardenscanada.ca>