

Year of the Garden
Année du jardin



Plant Red – Show Your Garden Pride during the Year of the Garden

Invitation:

Inviting all Canadians to plant something red to express their Canadian garden pride and join the *Year of the Garden 2022* celebrations.

Across Canada, the goal is to see the land awash with gardens featuring **red, Canada's colour**. Flowers, fruits, shrubs, vegetables - just **Plant Red!** From parks to playgrounds, front yards, back yards, balconies, baskets, boulevards and planters, wherever there's an empty space, there is room to **Plant Red** and join the celebration of the *Year of the Garden 2022!*

In 2022, anyone and everyone, including municipalities, organizations, schools, churches, colleges and universities, clubs, businesses, and individuals can participate by planting red and showing their Canadian garden pride. Share photos of what you have planted on YOTG's social media platforms with the hashtag **#PlantRed**.

WHY:

The **Plant Red and Show Your Canadian Garden Pride Campaign** is a rallying point that is simple, inclusive, easy, and fun with a positive outcome for whoever participates. A fun way to acknowledge how gardens and gardening have contributed and continue to contribute so much to our life and who we are.

WHEN: January 1 to December 31, 2022

WHERE:

Everywhere in Canada, indoor or outdoor. Inviting all Canadians to join Canada's biggest garden and gardening celebration, the *Year of the Garden 2022* and **Plant Red!**

Contest: Opportunity to win prizes for those who **Plant Red**.

For more information: visit www.yearofthegarden.ca or contact us at marketing@gardencouncil.ca

Note: This campaign is inspired by the Communities in Blooms Hope is Growing program.