



festival of
Flowers



MEDIA RELEASE

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Festival of Flowers partners with Ellerslie International Flower Show

Christchurch's Festival of Flowers has partnered with the Ellerslie International Flower Show to celebrate Christchurch's Garden City status for a month during February-March next year.

The Festival of Flowers, which next year celebrates its 20th anniversary, will run from 20 February to 16 March, extending its floral season of garden installations and activities in the city to culminate with its renowned floral carpet in the ChristChurch Cathedral during the five days when Christchurch hosts its first Ellerslie International Flower Show.

This will lead the 45,000 to 60,000 visitors to Ellerslie from the floral carpet down Worcester Boulevard which will become a floral avenue during the five days of the Show, from 11 to 15 March, to Hagley Park which will host Ellerslie.

Christchurch Garden City Trust Chair Carole Evans said the aim of the Trust has always been to promote Christchurch's Garden City image through the annual staging of the Festival of Flowers.

"The Trust welcomes the opportunity to partner with Ellerslie and create a month-long floral extravaganza in the city which will only serve to strength Christchurch's position as the Garden City."

Mrs Evans said in 2009, to celebrate its 20 years, the festival will bring back such old classics as the floral floats on the Avon. "2009 is an exciting year for the Trust, and not only will we be bringing back the old classics but we also have a number of exciting new events soon to be announced."

Details will soon be available on the website – www.festivalofflowers.co.nz

The Festival of Flowers has also joined the Garden City Beautification Working Party, taking a lead role in ensuring the Garden City is perfectly manicured and blooming during the month-long 20th Anniversary Season and Ellerslie International Flower Show.

Christchurch Mayor Bob Parker said it was inspiring to see such strong support from the Christchurch Garden City Trust to work in partnership with the Ellerslie International Flower Show.

“The Trust has done a magnificent job during the past 20 years to support Christchurch’s Garden City image, and through the Festival of Flowers has generated up to \$3 million annually for the local economy with almost 30 per cent of its visitors being international tourists.”

Mr Parker said with two high-profile and internationally recognised garden events being hosted in Christchurch during February-March 2009, it can only serve to enhance the Garden City image and grow visitor numbers to the city.

For further information phone Garden City Trust Chair Carole Evans on 03 365 5403 or Christchurch Mayor Bob Parker on 027 443 4575