

Year of the Garden Année du jardin

2022

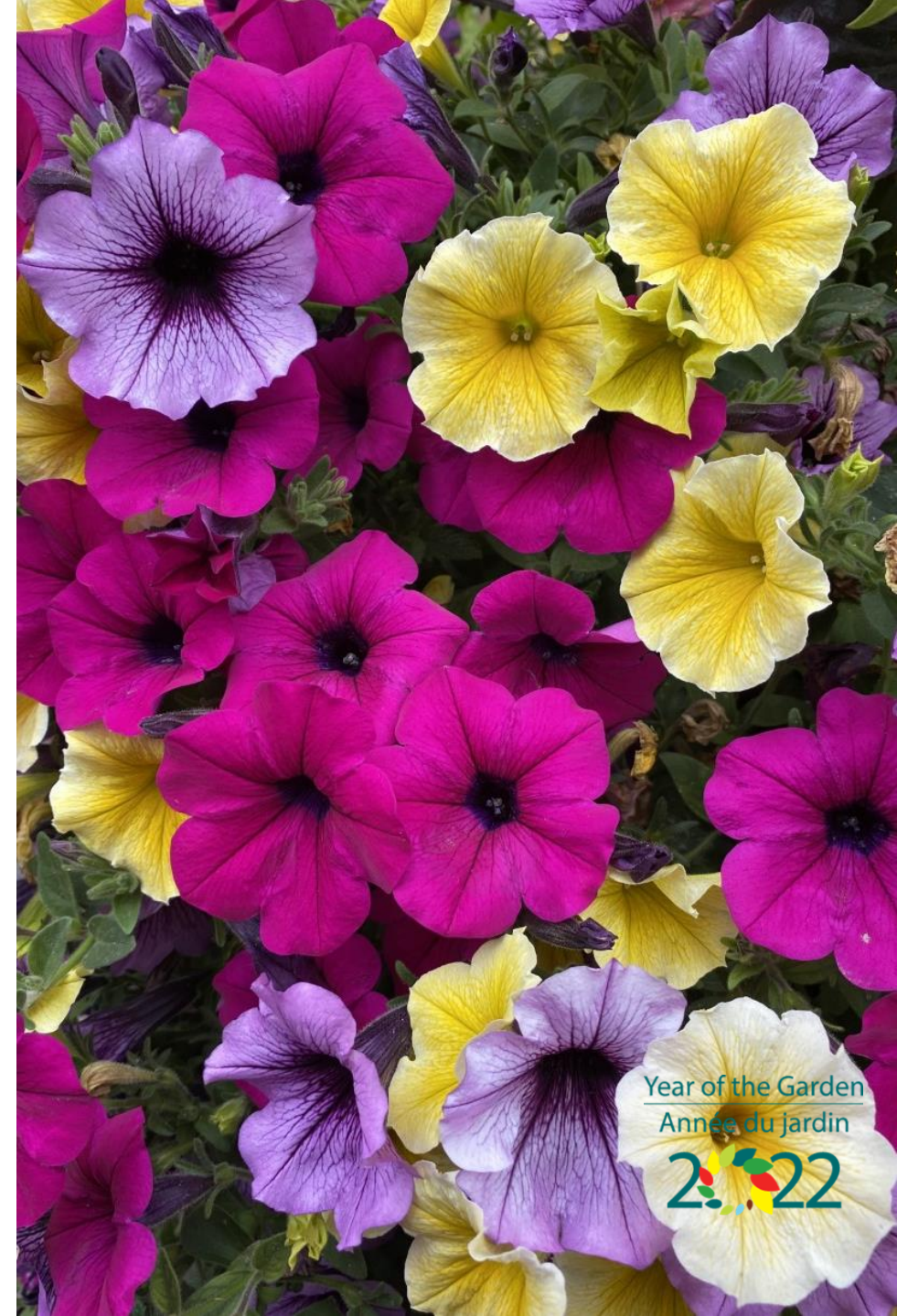
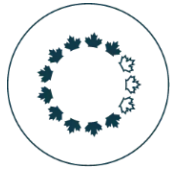


The Initiative

- Encourage all Canadians to participate in some way
- Embrace the positives that gardens and the act of gardening have to offer
- Take opportunities to reconnect with both nature and community
- Exercise creativity; learn something new
- Feel the satisfaction in caring for the natural world, and in sharing the results with others
- Celebrate and recognize the contributions of individuals and organizations connected to gardens and gardening



Sponsors, Promotional Partners, and Media



Municipalities that have Proclaimed 2022 as the Year of the Garden

Belleville, ON
Brantford, ON
Cumberland, NS
Elliot Lake, ON
Kingsville, ON
Mississauga, ON
North Glengarry, ON
Packington, QC
Red Deer, AB (City)
Sainte-Julie, QC
St. Catharines, ON
Thorold, ON
Toronto, ON
Victoria, BC
Winnipeg, MB

Boissevain, MB
Burlington, ON
Devon, AB
Greater Napanee, ON
Lincoln, ON
Niagara Falls, ON
Oro-Medonte, ON
Peterborough, ON
Red Deer, AB (County)
Silverton, BC
Stonewall, MB
Thunder Bay, ON
Vancouver, BC
Waterloo, QC

Brant, ON
Campbell River, BC
East St. Paul, MB
Halifax, NS
Magnetawan, ON
Niagara-on-the-Lake, ON
Ottawa, ON
Pugwash, NS
Sainte-Christine, QC
St. Andrews, NB
Thames Centre, ON
Torbay, NL
Vaudreuil-Dorion, QC
Welland, ON

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TARGET OUTCOMES

- Proclaim 2022 the Year of the Garden in the Town of Minto
- Educate, empower, and encourage the general public to participate, particularly those who are new to gardening
- Include multiple demographics
- Provide means of sharing experiences, learnings, and successes
- Foster friendly competition

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OUTREACH and EDUCATION

- Social Media Presence
- Signage & Promotional Material
- Volunteer Opportunities
- Take Home Materials from Town Events
- Contests
- Promote Planting Red in 2022

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CONTESTS

- Best Garden Plot at Community Gardens
- Year of the Garden Category at Horticultural Society Flower Shows, Agricultural Society Fairs
- Photography or Social Media Series Showcasing:
 - Multiple age groups gardening
 - Pollinators in the garden
 - What I grew from seed etc.
- Best Front Gate Garden Display Featuring Red

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COLLABORATIONS

- Horticultural Societies and Agricultural Societies
- Community Garden Users
- Town After-School and Summer Day Camp Programs
- Secondary School Students
- Food Banks
- Farmers' Market

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It's more about the People than it is about the Pumpkins or Petunias!

