



## MEDIA ADVISORY

*CELEBRATE SPRING AT THE MOST COLOURFUL EVENT OF THE SEASON!*

**BLOOM – THE ABBOTSFORD TULIP FESTIVAL  
RETURNS APRIL 9 – MAY 13, 2018**

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**TICKETS AVAILABLE ONLINE STARTING APRIL 3!**

**March 20, 2018 (Abbotsford, B.C.)** – Spring is finally here and that means another season of **BLOOM - The Abbotsford Tulip Festival** is just around the corner! The popular annual springtime festival is scheduled to open April 9 and run daily as long as the blooms last! Visitors are strongly encouraged to pre-purchase tickets online as weekend dates typically sell out quickly. Online tickets will be available for purchase at [abbotsfordtulipfestival.ca](http://abbotsfordtulipfestival.ca) starting April 3<sup>rd</sup>.

Now in its third year, BLOOM has gained international attention for its magnificent array of endless tulip varieties and stunning country scenery. Attracting an average of 90 thousand visitors during the 5-week festival, BLOOM has become a must-see springtime attraction. With over 2.5 million tulips in bloom at various stages throughout the festival, visitors are able to walk through 10 acres of fields and marvel at one of the most vivid display of floral beauty British Columbia has to offer.

Located just off Highway 1 at No. 3 Road/Exit 104, and about an hour drive from Vancouver, BLOOM was founded by Alexis Warmerdam, a passionate third-generation Canadian tulip farmer and fourth generation bulb grower with Lakeland Flowers, and a strong advocate for young B.C. farmers. Born in 1989 and raised in Abbotsford, Alexis developed her passion for farming at a young age. She grew up playing in the flower fields on the family farm her Dutch immigrant grandparents founded in 1974. It was Alexis' grandfather and father who helped to cultivate Alexis' farming skills and deep appreciation for Dutch horticultural methods. So it wasn't much of a surprise when Alexis came up with the idea for BLOOM where locals and tourists alike could stroll through tulip fields and enjoy the breathtaking display of colour and some fun in the country.

## 2018 BLOOM HIGHLIGHTS INCLUDE:

- \* U-pick tulip fields
- \* Tulip Crown Photo Opportunities
- \* Tulip bouquet sales
- \* Food Trucks
- \* Photo booths
- \* Covered picnic areas
- \* Children's games
- \* School Field Trips (K-Grade 3)
- \* Discounted locals nights for Abbotsford, Chilliwack, Langley and Mission residents

**WHAT:** BLOOM - The Abbotsford Tulip Festival

**WHEN:** Opens April 9 and runs daily 9:00am to 7:30 pm for as long as the blooms last

**WHERE:** 36737 North Parallel Road, Abbotsford. BC

## HIGH BLOOM TICKET PRICING:

**Adults 13-64:** \$10 at the gate or \$8 online (weekdays), \$25 at the gate or \$15 online (weekends)

**Children 3 – 12:** \$10 at the gate or \$5 online (week days), \$25 at the gate or \$10 online (weekends)

**Seniors (65+):** \$5 at the gate or online (week days), \$25 at the gate (weekends)

**Magic Hour:** \$15 at the gate or \$13 online (week days), \$30 at the gate or \$25 online (weekends)  
Provides sunrise access

**Locals Night:** \$3 at gate or \$2 online on Tuesdays and Thursdays after 3 pm with valid ID

**Children 3 years and under are free. Parking is included with all tickets.**

Special rates also available for groups and the disabled and after 5 pm on weekends. See online for low bloom weekend pricing.

**PURCHASE TICKETS ONLINE STARTING APRIL 3 AT:**  
[www.abbotsfordtulipfestival.ca](http://www.abbotsfordtulipfestival.ca)

## ABOUT BLOOM, THE ABBOTSFORD TULIP FESTIVAL

BLOOM, The Abbotsford Tulip Festival is part the Fraser Valley's Tulip Trail and was founded by Alexis Warmerdam, a passionate third-generation Canadian tulip farmer and fourth generation bulb grower with Lakeland Flowers. The festival offers visitors a chance to witness a breathtaking techno-coloured display of over 2.5 million tulips in a beautiful country setting. BLOOM has attracted visitors from all over the world and is quickly becoming an annual must-see event. Alexis'

vision is to inspire appreciation for the splendor of the tulip season and give visitors a chance to get up close with over 40 varieties of tulips and enjoy some springtime fun in the country with their friends, family and colleagues. [abbotsfordtulipfestival.ca](http://abbotsfordtulipfestival.ca)

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