



MEDIA ADVISORY

BLOOM, THE ABBOTSFORD TULIP FESTIVAL RETURNS FOR A SPECTACLE OF COLOUR IN THE COUNTRY APRIL 10 - MAY 7

Same beautiful location. New admission process.

Capped online ticket sales start today.

Tickets for weekends & holidays must be pre-purchased online.

March 6, 2017 (Abbotsford, B.C.) *BLOOM, The Abbotsford Tulip Festival* returns to the same beautiful location in the country for another year of blooming beauty and springtime fun from April 10 to May 7. The popular outdoor festival offers visitors a chance to marvel at 10-acres of rainbow-coloured fields featuring more than 2.5 million tulips in a vivid display of breathtaking beauty.

Located just an hour outside of Vancouver and minutes from the Sumas-Abbotsford border, BLOOM, The Abbotsford Tulip Festival is the ultimate spring experience. Visitors are invited to enjoy the view, get up close with the blooms, and tiptoe through the expansive tulip fields during this limited time event. They can also pick their own spring bouquets in the sprawling u-pick tulip field or purchase pre-picked tulips in the "Bloom-Mobile", an on-site flower shop. The agri-tourism attraction offers a covered picnic area, food trucks and many family-friendly games and activities. Visitors are encouraged to bring their cameras to capture the stunning fields of flowers while they last and take advantage of the many photo cut-out boards located throughout the grounds.

Last year, the inaugural Abbotsford Tulip Festival attracted large crowds and over 100,000 visitors to Abbotsford over the course of the five-week festival. This year, ticket sales for weekends and holidays will be capped and must be purchased in advance at abbotsfordtulipfestival.ca. Weekday tickets are available at the gate. New this year is a locals

night every Tuesday and Thursday from 3:00 pm until dusk for Abbotsford residents when admission is only \$2 with proof of address. Online ticket sales officially launched today.

WHAT: *BLOOM, Abbotsford Tulip Festival*

WHEN: April 10 to May 7, daily 9:00 am to dusk

WHERE: 36737 North Parallel Road, Abbotsford

TICKETS

Weekends & Holidays: \$15 per person. (Must be pre-purchased online.)

Weekdays: \$8 for ages 13-64

Locals Night: Tuesdays & Thursdays after 3 pm: \$2 for Abbotsford residents
Children 2 years and under are free. Parking is included with all tickets.

PURCHASE TICKETS ONLINE

abbotsfordtulipfestival.ca

ABOUT BLOOM, THE ABBOTSFORD TULIP FESTIVAL

BLOOM, The Abbotsford Tulip Festival was founded by Alexis Warmerdam, a passionate third-generation Canadian tulip farmer and fourth generation bulb grower with Lakeland Flowers. The festival's breathtaking techno-coloured display of over 2.5 million tulips in a beautiful country setting 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 and family.

abbotsfordtulipfestival.ca

MEDIA CONTACT

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