

Year of the Garden
Année du jardin



Invitation to be a Year of the Garden 2022 Ambassador

The Year of the Garden 2022 is Canada's first nationwide celebration of our garden culture and heritage, see www.yearofthegarden.ca.

This is the first time all branches of Canada's Garden-Family will coordinate their efforts to promote our garden culture and ornamental horticulture sector.

We know how passionate you are about gardens and gardening and therefore we wish to invite you to be a Year of the Garden 2022 Ambassador.

We invite you to contribute to the success of the Year of the Garden 2022, and we commit to promoting you and your contribution to Canada's garden culture in your area of interest or work.

What's involved?

Ambassador Role

The objective is for each Ambassador to connect with the Year of the Garden 2022 in your field of interest or expertise and to encourage and facilitate, via your networks, the opportunities for Canadians to engage with the Year of the Garden 2022 and 'Live the Garden Life'.

Each Ambassador will be kept informed of the latest Year of the Garden 2022 developments and opportunities for engagement and provided a Year of the Garden 2022 Ambassador graphic brand. Of course, we would welcome and love to hear your suggestions on how Canadians can engage with the Year of the Garden 2022 and 'Live the Garden Life'.

Communication with Canadians - starting March 20st:

Invite and encourage Canadians to engage with and celebrate the *Year of the Garden 2022* via the various promotions and activities offered by the members of the Garden-Family or their own Year of the Garden 2022 backyard garden celebration with family and friends.

Promote the various Year of the Garden 2022 promotions, activities, and opportunities for Canadians to engage, celebrate and 'Live the Garden Life'.

Of course, if you get invited or there is an opportunity to participate or attend a Year of the Garden 2022 promotion or activity, and you are available, that would be great.

Year of the Garden 2022 Commitment

The Canadian Garden Council is grateful for the support that each volunteer Ambassador will contribute to create local, regional, and national awareness and engagement with the Year of the Garden 2022.

In return, we will:

- Provide you with visibility on the yearofthegarden.ca website on the **Year of the Garden 2022 Ambassadors Page**
- Provide you with a **Year of the Garden 2022 Ambassador** graphic brand, acknowledging your special role.
- Provide you with easy-to-use information and content on an ongoing basis.
- Make our social media and graphic content available.
- Support you in any way possible using the resources that we have on hand.
- Implement and manage a national marketing campaign
- Communicate changes to the program as opportunities and challenges are revealed.

Attached an Ambassador Registration sheet that can be completed and sent back.

Don't hesitate to reach out with any questions, contact us at media@gardencouncil.ca

Look forward to hearing from you.



CANADIAN GARDEN COUNCIL
CONSEIL CANADIEN DU JARDIN