

Traffic Alert: Queen's Park Crescent (south of Bloor) northbound lane restrictions due to the unloading of a 40-foot Ontario-grown spruce Christmas tree at the Gardiner Museum.

PHOTO OPPORTUNITY/MEDIA ADVISORY

40-foot Christmas tree arrives at Toronto's Gardiner Museum

Beautiful spruce tree brings the 'joy of creativity' to the Gardiner Museum

On Tuesday, November 3th, the Gardiner Museum will receive a 40-foot, Ontario-grown Christmas tree that will be erected on the Museum's front plaza. There will be an official lighting of the tree on November 12, which will mark the beginning of the annual *12 Trees of Christmas* exhibition. This will showcase unique, contemporary trees created by renowned artists and designers from November 12, 2015 to January 3, 2016.

Donated by Forests Ontario, a not-for-profit organization dedicated to the renewal and stewardship of Ontario's forests, the magnificent public tree will stand as the centerpiece of the Gardiner Museum's holiday activities. Each year, Forests Ontario encourages consumers to purchase locally-grown Ontario Christmas trees for their homes and offices. Locally-grown, real trees are the sustainable, green choice over the holiday season, and inspire the spirit of Christmas in their appearance and tradition.

This is the 27th year that the Gardiner Museum has celebrated the holiday season by displaying trees, but the first year to feature a giant Ontario-grown tree in an exterior display, which will be designed by curator Dee Dee Eustace as a gift to the community.

- WHAT:** 40-foot Spruce Christmas tree arrival
- WHO:** Shelley McKay, Director of Communications and Development, Forests Ontario
Kelvin Browne, Executive Director & CEO, Gardiner Museum
Dee Dee Eustace, Curator, Gardiner Museum's *12 Trees* exhibition
- WHEN:** Tuesday, November 3, 2015
7:00 am to 10:00 am – Arrival of Tree and initial setup
- WHERE:** Front entrance of the **Gardiner Museum** (west side)
111 Queen's Park Crescent, Toronto, ON M5S 2C7
www.gardinermuseum.com

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For more information, photos or to arrange an interview please contact:

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About Forests Ontario

Forests Ontario is the voice for our forests. Working to promote a future of healthy forests sustaining healthy people, Forests Ontario is committed to the re-greening of Ontario through tree planting efforts on rural lands and in urban areas, as well as the renewal and stewardship of Ontario's forests through restoration, education and awareness. Visit www.forestsontario.ca or follow us @Forests_Ontario.

About Ontario Wood

Similar to Foodland Ontario, Ontario Wood is a way to connect with a local wood producer. Whether your choice is made based on quality and price, whether it's about supporting local producers and local communities, whether it's about what's best for the environment, or whether it's simply because you love the natural beauty of wood products – Ontario Wood can meet your needs. Visit www.ontario.ca/wood.

About the Gardiner Museum

Located in the heart of Toronto at 111 Queen's Park Crescent, the Gardiner Museum is Canada's only ceramics museum, and one of the world's great specialty museums. The Gardiner is committed to making a contribution to the medium of ceramics, as well as the community it serves, and is an inviting destination that inspires and connects people, art and ideas through clay. The Gardiner's permanent collection comprises several extraordinary collections from sophisticated, dedicated collectors, making it one of the most significant centres of ceramics in North America. The breadth of the Museum's holdings include pottery from the Ancient Americas, rare examples of Meissen, Du Paquier and Chelsea porcelain, Chinese blue and white porcelain, Japanese and Japanese-inspired porcelain, to contemporary ceramics—including an exceptional donation from contemporary ceramics collector, Raphael Yu. For more information, details on exhibitions, events, workshops, clay classes, and more, please visit: www.gardinermuseum.com.