



MEDIA RELEASE

EVENT PREMIERE – FLEURS DE VILLES NIAGARA FALLS

A Fresh Floral Trail Through Niagara Falls with over 30 Installations Ten Days Only from September 24 – October 3, 2021

(Niagara Falls, ON) Premiering next week for ten days only from September 24 – October 3, 2021, Fleurs de Villes Niagara Falls is a one-of-a-kind self-guided, socially spaced, indoor/outdoor floral celebration featuring a Fresh Floral Trail throughout Canada's most iconic destination with 30+ pop-up installations created by top Niagara and Ontario floral talent. Special programming, including culinary experiences, afternoon tea, floral workshops and artisan markets will also take place throughout the city.

Visitors to Niagara Falls can explore the 10-day floral celebration throughout the [Fallsview Entertainment District](#) and [Niagara Parks](#). The Fleurs de Villes Niagara Falls Floral Trail is free to the public and will feature stunning large scale fresh floral installations, interactive displays and the famous Fleurs de Villes floral mannequins.

Explore the Floral Trail

The Floral Trail follows a 3km route with spectacular views of the Falls and local gardens, located near restaurants, shops and attractions to experience the best of Niagara Falls during an overnight getaway.

Start your route at Rambler's Rest, the famed lookout point along the Niagara Parkway, where you will see a fresh floral mannequin inspired by Marilyn Monroe in the 1953 film Niagara – partially shot right on that spot. Make your way along the Parkway to Queen Victoria Place, stopping to view the installations at the Niagara Parks Police building. Continue down the Parkway and keep an eye out for displays near the Illumination Tower and Table Rock Welcome Centre including an orange floral hoop to honour the children of the Residential School tragedies.

Head toward the Niagara Parks Power Station, the 116-year-old power station recently transformed into Niagara's newest visitor experience, offering daytime guided and self-guided tours, as well as an immersive nighttime sound and light experience, Currents: Niagara's Power Transformed. Don't miss the Niagara Parks culinary experiences and workshops (listed below).

Ride up the Falls Incline Railway to stroll through the Fallsview Entertainment District. Starting at the corner of Livingstone Street and Fallsview Boulevard, the Marriot on the Falls showcases a spectacular floral staircase (indoors) and a floral bench (outdoors). Further north along Fallsview Boulevard encounter fresh floral mannequins, a bear in a floral garden at the Radisson Hotel, and a lovely floral heart in front of the Fallsview Casino.



NIAGARA FALLS TOURISM

Across from the Casino, the Hilton Hotel features two floral installations (one outside and one inside). Around the corner on Murray Street you'll spot the American Falls on your way to the Skylon Tower and across the promenade to Robinson Street where you'll experience six beautiful pop-up displays, including a floral replica of the Skylon Tower. Don't miss the Skylon Tower's floral-themed delights on the Revolving Dining Room's lunch and dinner menus.

Continue along to the Old Stone Inn to experience two impressive floral installations with floral-themed culinary and artistry events taking place during the Fleurs de Villes festival.

For the most up to date Floral Trail and list of special programming visit Niagarafallstourism.com/fleursdevilles.

SPECIAL PROGRAMMING

OLD STONE INN – Niagara Falls' only Historic Inn

SIGNATURE EVENTS

- **Fleurs de Villes Tasting Menu (\$35pp)**
Enjoy a selection of 3 Niagara Sparkling Wines paired with House Smoked Salmon | Wagyu Beef Slider | finishing with Lavender Flower Macaroon.
- **Fleurs de Villes Floral Cocktails**
Prince 75 * Hibiscus Blooms * Bee's Bouquet * Violeta Blossom
- **Blue Belle Flower Truck**
September 25 at 10 am * October 1 at 5 pm * October 2 at 10 am
- **Petals Floral Artisan Market**
October 1 from 6 – 9 pm
- **Peindre une Fleur Painting Event**
October 2 from 5 – 8 pm

SKYLON TOWER – FLORAL DELIGHTS

- The Skylon Tower Revolving Dining Room will feature floral delights on both their lunch and dinner menus from September 24 – October 3, including:
 - Skylon's Famous Creme Brulée with Lavender Essence
 - Skylon's House Baked N.Y. Style Lavender Cheesecake
 - Skylon's Berry Floral Cocktail
- Enjoy delectable treats with stunning 360° views of the Falls and the city from 233 metres (764 feet) up.

NIAGARA PARKS FLORAL SHOWHOUSE

Visit the Floral Showhouse for special programming during the festival:

Floral Workshops - Choose from two fall floral workshops where you'll work alongside our experts to create outdoor fall urn or festive tabletop arrangement. All materials are provided and workshops include a back-of-house tour of the Floral Showhouse's 75th anniversary chrysanthemum collection, poinsettia crop and access to the current summer show.



QUEEN VICTORIA PLACE RESTAURANT - Garden to Table Vegetarian Dinner

September 24, 2021, 5:30 pm

Join Chef Sidney Krick and the culinary team at Queen Victoria Place Restaurant for our Garden to Table Vegetarian Dinner during Fleurs de Villes Niagara Falls. Start with a welcome reception featuring a vegetarian antipasto and Raspberry Rose sparkling cocktail, before six delicious wine-paired courses on the outdoor, wrap-around terrace.

QUEEN VICTORIA PLACE – Flower Market

Saturday, September 25 and Saturday, October 2, 2021

Visitors can shop for fresh blooms by local florists at our flower markets.

TABLE ROCK HOUSE RESTAURANT - Afternoon Tea

September 24 – October 3, 2021, 12:00 pm – 5:00 pm

Reserve a spot next to the Canadian Horseshoe Falls for classic afternoon tea, at Table Rock House Restaurant. It's the perfect complement to your Fleurs de Villes Niagara adventure.

QUOTES

Fleurs de Villes Niagara Falls is presented in partnership with the Fallsview Boulevard BIA, the Niagara Parks Commission, Niagara Falls Tourism and the Tourism Partnership of Niagara, with event funding provided by the Government of Ontario.

“Visitors will enjoy exploring this walkable self-guided tour and the many photo ops that this visually stunning experience presents against the dramatic backdrop of the iconic beauty and nature that can be found in Niagara Falls,” said Sue Mingle, Executive Director, Fallsview Boulevard BIA.

“Fleurs de Villes is known for bringing flowers to the people at our public fresh floral shows around the world, including Paris, London and New York City. Flowers make us all happy and we are delighted to bring this unique experience to Canada’s most iconic destination,” says Fleurs de Villes co-founder Karen Marshall. “There has never been a better time to stop and smell the roses, in a socially safe manner.”

“The Fleurs de Villes floral route is the perfect way to explore all that Niagara Parks has to offer, from our world-renowned gardens to our natural attractions and locally sourced restaurants. We are pleased to support and be part of this new destination event,” said David Adames, CEO of the Niagara Parks Commission.

“We’re thrilled to introduce another unique and memorable event to the line-up of sensational experiences that make Niagara Falls the perfect getaway and Canada’s premier entertainment destination,” said Janice Thomson, President and CEO of Niagara Falls Tourism.

Media Resources

- Fleurs de Villes images for media can be found [here](#).
- Event details including the Fresh Floral Trail Map, culinary experiences and activations can be found on the Niagara Falls Tourism website [here](#).
- Details for events and activations within Niagara Parks can be found [here](#).

Niagara Falls Resources

- For a current list of What's Open in Niagara Falls and to book your overnight getaway, please visit www.niagarafallstourism.com and these helpful resources.
- Niagara Falls Itinerary Ideas: Niagarafallstourism.com/blog/itinerary/
- Attraction Packages: Niagarafallstourism.com/attraction-packages/
- Hotel Packages: <https://book.niagarafallstourism.com/>
- Parking: <https://www.niagarafallstourism.com/plan/parking/>
- Getting here: Toronto to Niagara Falls [GO Train Service](#)
- Niagara Falls' commitment to guests and employees: SafetoPlay.ca

Health and Safety

The province of Ontario limits for indoor and outdoor activities based on maintaining a physical distance of 2m/6ft from others. Face coverings are required indoors and at select outdoor attractions. Visitors are asked to please follow all public health guidelines to stop the spread of COVID-19.

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About Fleurs de Villes

Vancouver based Fleurs de Villes is an international luxury experiential brand that creates bespoke floral events with top local floral designers to showcase each city's world class talent and create stunning displays of art. Fleurs de Villes has created over 37 floral shows in the past 5 years – in 19 cities, in 4 countries, celebrating the floral talent of over 400 florists. From Covent Garden in London to New York City, Toronto, Los Angeles, Miami, Chicago and more, Fleurs de Villes events bring happiness and inspirational displays of floral artistry everywhere we go. Click [here](#) for more information.

About Niagara Falls Canada

Overlooking the legendary Canadian Horseshoe, American and Bridal Veil waterfalls, Niagara Falls is a four-season destination renowned for its awe-inspiring natural wonders combined with world-class accommodation, thrilling entertainment and a burgeoning culinary scene. Visitors from Ontario, across North America and around the world who come to experience adventure, discover family fun, feel the romance and create unique and memorable experiences have made it Canada's #1 leisure travel destination.

About Niagara Parks

Since its establishment in 1885, Niagara Parks has remained a self-financed agency of the Ontario Ministry of Heritage, Sport, Tourism & Culture Industries, entrusted to preserve and protect the land surrounding Niagara Falls and the Niagara River. Today, Niagara Parks boasts gardens, a horticulture school, recreation, golf courses, restaurants, heritage and historic sites, gift shops and, of course, Niagara Falls. In short, natural landscapes, history, family fun, hiking, culinary delights, attractions and adventure.

About Fallsview Boulevard Entertainment District

Niagara Falls' Entertainment District features luxury hotels, fine dining, Canada's largest gaming resort, and family-friendly attractions along Fallsview Boulevard, all within 500 metres of the Canadian Horseshoe Falls. With an incredible selection of Fallsview hotels and restaurants to choose from, you'll always have the most magnificent view, day and night.



NIAGARA FALLS TOURISM

About Tourism Partnership of Niagara:

Tourism Partnership of Niagara (TPN) is a non-profit industry led organization funded by the Ontario Ministry of Tourism, Culture and Sport (MTCS). We are one of thirteen Regional Tourism Organizations in the Province of Ontario (RTO2). Our sub-regional partners Niagara Falls Tourism, Tourism Niagara-on-the-Lake, City of St. Catharines Department of Economic Development and Tourism, Twenty Valley Tourism Association and Niagara's South Coast Tourism Association share our vision to become the #1 international tourism destination in North America. Tourism Partnership of Niagara will enhance and grow a highly competitive tourism region through visitor-centric strategies and by developing a compelling leisure destination brand that strengthens Niagara's reputation as a world-renowned travel destination.

For more information, go to www.visitniagaracanada.com

About Niagara Falls Tourism

Niagara Falls Tourism is the Official Destination Marketing Organization (DMO) for the City of Niagara Falls, Ontario, Canada. Representing almost 400 member establishments within the city limits of Niagara Falls and including members throughout the Niagara Region.

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