



Stuart Ayres

Minister for Jobs, Investment, Tourism and Western Sydney

MEDIA RELEASE

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SYDNEY TO BURST INTO BLOOM WITH FLEURS DE VILLES AT THE ROYAL BOTANIC GARDEN SYDNEY THIS SPRING

Fleurs *de Villes* and the Royal Botanic Garden Sydney will partner to create the inaugural Australian fresh floral celebration, *Fleur de Villes ROSÉ*, this November at The Calyx, Royal Botanic Garden Sydney, in support of breast cancer research.

The Australian premiere of *Fleurs de Villes* is supported by the NSW Government, through Destination NSW, and will encourage visitors to spend time in the Harbour City, support local businesses and celebrate Sydney's creative spirit.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the event would add colour to Sydney's event calendar as well as showcase Sydney talent.

"Fleurs *de Villes* promises to bring a fresh perspective and a celebration of new beginnings to the city, a fitting way to mark springtime in Sydney and benefit from the city being open for business.

"Over the course of the event we expect to welcome 12,000 visitors to The Calyx to explore this unique activation and enjoy Sydney's Royal Botanic Garden," Mr Ayres said.

Fleurs de Villes celebrates a love of flowers by combining local design talent with bespoke displays, unique dining experiences, workshops and talks.

Chief Executive of the Royal Botanic Gardens Denise Ora said the Garden is committed to rebuilding confidence by offering visitors opportunities to enjoy the natural environment.

"By partnering with *Fleurs de Villes*, the Garden is bringing a global floral experiential brand to Sydney, demonstrating once again how nature inspires the community to come together," Ms Ora said.

Founded by Canadian creatives Tina Barkley and Karen Marshall five years ago, *Fleurs de Villes* has grown to include 35 fresh flower shows seen by millions of people in 16 major cities.

Fleurs de Villes ROSÉ will be held over ten days from 5-14 November 2021 at The Calyx at the Royal Botanic Garden in Sydney.

For more information visit: rbgsyd.nsw.gov.au/FleursdeVilles

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