

**FOR IMMEDIATE RELEASE**

## **Mark's Choice Water Wicks Now Available**

*All natural packets save time, money, and most of all, water.*

*Launching at Canada Blooms Floral Marketing Booth #1120*

**On March 17th-21st at the Direct Energy Centre in Toronto!**

*Samples, Viewings, and One-On-Ones with Mark Cullen*

Toronto, Ontario - 2010. The newest addition to Canadian gardening guru Mark Cullen's product line is now available! Mark's Choice Water Wicks is *the* solution for environmentally responsible gardeners.

In designing Water Wicks packets, Mark Cullen and his team set out to create an eco-friendly product to keep plants at their peak performance. They developed an all-natural hemp teabag filled with absorptive, natural ingredients including starch, kelp, and alfalfa.

When placed at a plant's root zone, Water Wicks absorb up to **400 times** their weight in water. The all-natural ingredients release 95% of that water back to the plant *when and where* it needs it most - **as the plant requires moisture at the root zone.**

Mark's Choice Water Wicks also reduces necessary watering by up to 50%, and saves gardeners time and money.

Mark's Choice Water Wicks packets are ideal for hanging baskets, window boxes, planters, annuals, perennials, shrubs, and roses. And thanks to its green **biodegradable design**, Water Wicks can be used indoors or out.

Meet Mark and learn more about Water Wicks at Canada Blooms this March 17<sup>th</sup> to the 21<sup>st</sup>. Visitors to the festival can **enter the booth contest to win an assortment of great gardening prizes.**

These include selections from the extensive Mark's Choice product line and signed copies of Mark Cullen's latest book **The Canadian Garden Primer, An Organic Approach.**

Mark can also be heard this March in his new sixty second green feature on **680 News**, which will air every Thursday, Friday, and Sunday starting on March 11. And he'll be offering even more great tips for environmentally conscious gardeners in his weekly column in the New Homes and Condos section of the *Toronto Star's Saturday edition*, starting March 13.

Mark's Choice Water Wicks will be available exclusively at **Home Hardware.**



**Canada Blooms Mark's Choice Prize Samples:**



**Floral Marketing Solutions Prize Samples:**

**Ecotainers**



**For more information, receive product samples, and set up interviews contact:**  
Parmjit Parmar, Montana Ridge T: 416-750-0966 E: [parmjit@montanaridge.com](mailto:parmjit@montanaridge.com)

Additional information is also available at the following websites:

[www.canadablooms.com](http://www.canadablooms.com)

[www.homehardware.ca](http://www.homehardware.ca)

[www.markcullen.com](http://www.markcullen.com)

[www.floralmarketingsolutions.com](http://www.floralmarketingsolutions.com)