

EDMONTON HOME + GARDEN SHOW

2025 MEDIA KIT

Avoid the Guesswork. Meet the Experts.

The **Edmonton Home + Garden Show** is the most trusted resource for every home improvement project, inside *or* out. Whether you're DIYing the deck of your dreams or are planning to renovate your home from the ground up, we've got the experts, including Scott McGillivray, with the tips, tricks and advice to get you started with a spring in your step. Plus, be sure to take in the Home + Garden Stage, where skilled local chefs share delicious home recipes and cooking skills to elevate your home meals. With help from over 350 local exhibitors and inspiration at every corner, it's time to make your home and garden project dreams a reality! It's where real advice, real inspiration and real experts unite!

Show Details

Show Dates & Hours

Thursday, March 27	12pm - 8pm
Friday, March 28	12pm - 8pm
Saturday, March 29	10am - 8pm
Sunday, March 30	10am - 6pm

Venue & Location

Edmonton Expo Centre
7515 118 Ave NW, Edmonton, AB

Purchase your tickets in advance and save!

www.edmontonhomeandgarden.com

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For all media inquiries, please contact
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CELEBRITY GUESTS & FEATURED EXPERTS

The
SleepCountry
Home+Garden Stage

Presented by **EDMONTON JOURNAL**

Designed by



Home **flavour**
NETWORK NETWORK

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Scott McGillivray

Home's Real Estate & Renovation Expert

Scott McGillivray has been a top rated Home Network star in Canada & the US for over 20 years, starring in over 400 episodes of television, and is best known as the star and award-winning Executive Producer of the hit series' "Income Property", "Moving the McGillivrays", "Buyers Bootcamp", and most recently "Scott's Vacation House Rules" and "Renovation Resort". Scott's passion lies in educating people to make smart investment and renovation decisions and build wealth through real estate. Scott is an accomplished entrepreneur; he's CEO of multiple successful businesses in both the media and real estate sectors as well as a real estate investor with properties across North America. As a skilled contractor, best-selling author, educator, and leading guest expert, Scott is trusted for successful renovation and return on investment tactics.

Media Availability:

- Virtually (anytime, TBD)
- In-Person: March 28 & 29 (*schedule depending*)

Presentation:

- Friday March 28th @6PM
- Saturday March 29th @12

Visit our website for the full list of presenters, features, and stage schedule!

**Schedule subject to change.*

www.edmontonhomeandgarden.com



Candice Prins

Renovation Expert

Meet Candice Prins the apiarist and chandler behind Wild Hive Apiary, a local provider of honey and beeswax products. Recently, Wild Hive has expanded its offerings to include naturally dyed candles in a variety of tapers and pillars.

Born and raised in Chilliwack, BC, a city known for its blend of large and small farms and abundant agritourism opportunities, Candice's upbringing left a lasting impression. At 21, she moved to Alberta to pursue an education in Agriculture and Horticulture at Olds College. It was there that she not only deepened her knowledge of her favorite subjects but also found love, marrying a farmer. Candice and her husband, Joel, now live on a mixed farm outside Warburg, AB, where Joel and his brothers run the farming operations. Together, Candice and Joel have built a life that includes raising three children, caring for two dogs, and managing an apiary and gardens.

Presentations: Honey & Health: Natural Cooking

Media Availability:

- Virtually (anytime, TBD)
- In-Person, upon request



Gloria Bednarz

Owner, Art of Cake

Chef Gloria Bednarz grew up in a small farming community in Alberta. Moving to Edmonton to attend NAIT culinary school, she turned her love of baking into her dream come true. Gloria and her husband have been creating wedding cakes and more for the last 30 years. You can find their vintage-inspired cafe, The Art of Cake, in Columbia Plaza. They have created loyal customers through generations within many Edmonton families. Gloria is a firm believer in everything not only looking good but also tasting amazing! She is always grateful for the customers who continue to allow her to do what she loves.

Media Availability:

- Virtually (anytime, TBD)
- In-Person, upon request

Presentation:

- **Saturday March 29th @3PM**
- **Sunday March 30th @3PM**



Austin Rogers

Vice-President, Private Capital Markets

Austin Rogers is the Vice-President of Private Capital Markets at Equiton. He has worked in the financial industry for his entire career. Having previously worked in one of Canada's five big banks in both management and financial advisory roles, he also has a background in real estate, coming from a family containing multiple real estate agents and mortgage brokers. Though real estate is a family affair, his true passion lies in investing; with Equiton he gets the best of both worlds. He applies his real estate knowledge to Equiton's investment solutions to provide the best experience for his clients. He skillfully leads the Capital Markets Team and has assisted over 500 clients grow their wealth with Equiton. Austin enjoys helping all his clients reap the benefits of private real estate investing without the hassles and headaches that come with being a landlord.

Media Availability:

- Virtually (anytime, TBD)
- In-Person, upon request



Loreto + Nicoletta Nardelli

Owners, Sugar Loves Spices

Hello, we are Loreto and Nicoletta, and our food blog is SugarLoveSpices. Loreto is Canadian born Italian and Nicoletta was born and raised in Rome, Italy. Since a very young age we have both been inspired and surrounded by great cooks, seasonal organic ingredients, and timeless recipes. The kitchen is the heart of our home, where we combine our passion for savory and sweet, and a bit of spice. Our goal is to inspire people of all ages to start cooking. From traditional Italian recipes, dishes inspired from all over the world, incredible baking, and so much more, we not only ignite appetites but bring passion to you to create wonderful food in your own kitchen!

Media Availability:

- Virtually (anytime, TBD)
- In-Person: anytime (schedule depending)

Presentation:

- **Friday, March 28th @5PM**
- **Sunday, March 30th, @12PM**



Ashley Rosenow

Owner, Illustrious Interiors

I've always been intrigued by the idea of interior design and the satisfaction that comes with it. Simply put, it can bring new life to your home. To be able to design and decorate was always a dream and it allowed me to turn my hobby into a career. Once I committed myself to my dream, I attended Mount Royal University in Calgary and became a certified Home Stager

Media Availability:

- Virtually (anytime, TBD)
- In-Person: anytime (schedule depending)



Rachel Lyon

Muralist + Illustrator

I am a multi-disciplinary artist with a passion for supporting my community and small businesses through various initiatives. I believe that art should be accessible to all people and that the city we live in becomes a better place to live when we all try to shop local and give back to our communities when possible.

When I'm not running my business I love trying to see more of the world, tackling a new crafty hobby, cooking, reading, and spending time with my giant pup/office manager, Millie.

Media Availability:

- Virtually (anytime, TBD)
- In-Person: anytime (schedule depending)



Jorge Quintero

Owner, Churco Pickleball

Entrepreneur, Professional Pickleball player and coach based out of Edmonton, Alberta. 2 times Canadian National Champion, Multiple times Provincial Champion and Bronze Medalist at PPA Tour Singles Pro division points draw. Owner of Churco Pickleball and recent appearance at the famous TV Show Dragons' Den where Jorge pitched his company and played Pickleball with the Dragons, including famous TV star Simu Liu, scoring deals with 4 different Dragons for his company Churco.

Media Availability:

- Virtually (anytime, TBD)
- In-Person: anytime (schedule depending)

SHOW FEATURES

Backyard Wars

Backyard Wars Competition The white picket fences are coming down! The “steaks” are higher in this friendly neighbourhood competition: Backyard Wars. Local landscapers will be using their design genius to battle it out for a \$1,000 cash prize or free booth space at the 2026 Home + Garden Show! You can help sway the judges, vote for your favourite landscape design to help crown the best backyard space at the fifth annual Backyard Wars. After all...a little competition never hurt! Located in Hall F

Participants Include:



Goodwill Creations: Before & Reimagined

Presented by



Explore the beauty of upcycling with Goodwill Creations! These Pinterest-inspired boards showcase the incredible transformation of pre-loved items into stunning, one-of-a-kind pieces. Witness the "before" and "after" magic that turns discarded materials into fresh, functional designs. Its creativity meets sustainability!



Time to get geared up and start training like a pro! Whether you're new to power tools, want to learn the best techniques for tiling or need a refresher on drywalling – jump into the DIY Training Center to kick-start your renovation skills! Get hands-on training and learn some of the most important basics you need to tackle any home improvement project. What are you waiting for? Slide on your safety glasses and let's get building!

Paddle Paradise

Presented by:



Game on! Pickleball, North America's fastest-growing sport, is making its mark at the Edmonton Home + Garden Show. Explore a patio paradise designed to inspire your dream setup, then sharpen your skills with pro player Jorge Quintero of Churco Pickleball. It's time to build your homecourt advantage!

Community Canvas

Presented by



Join Edmonton artist Lorraine Shulba for a unique, interactive and larger-than-life paint-by-numbers installation where you contribute to creating the masterpiece. This collaborative feature invites everyone to bring the vibrant design to life piece by piece. Don't miss this opportunity to be part of a growing work of art!

Living Al Fresco

Presented by



Experience the ultimate in outdoor living! Step into these unique and beautifully designed spaces that blur the lines between indoors and out, offering unlimited inspiration for the changing season. From stylish open-air dining areas to lush retreats and versatile extensions of your home, discover how to bring the comfort and elegance of interior design into your outdoor spaces.

SHOW FEATURES

The Homegrown + Handmade Hub

Pop-by The Hub to shop hundreds of unique handcrafted items and a diverse offering of goodies from local makers across the province. It's the ultimate destination for lovers of handmade goods and homemade décor and where local makers, artists, and creators shine!

Paint with Purpose

Watch creativity bloom at the Edmonton Home + Garden Show! Local artists will bring blank canvases to life as they paint playhouses and large-scale murals, transforming them into vibrant works of art. Paint with Purpose blends art and community—each finished piece will be donated to local organizations, spreading beauty and joy beyond the show. Stop by to see these artistic gardens grow and experience the magic of spring through live art!

Presented by



The Tiny Escape

Experience a beautifully designed park model home that blends modern comfort with small-space living. Surrounded by thoughtfully landscaped greenery, this cozy retreat proves that living small can be both stylish and functional.

Presented by



Garden Cafe

EStep into this garden escape, where the aroma of freshly brewed coffee meets the beauty of a vibrant flower market. Sip, shop, and soak in the inspiration for your spring garden, with fresh blooms and seasonal drinks setting the perfect scene for outdoor living dreams. Whether you're planning a patio refresh or just craving a taste of spring, this is the perfect spot to unwind and gather ideas!

Presented by



The Lounge

Grab a glass and 'sip' back and relax in The Lounge. Rest those weary feet after visiting your favourite exhibitors and take a minute to soak in all the inspiration for your next home renovation project. The Lounge is the perfect place for a little pick-me-up to keep your creative juices flowing and your body energized!

Cory Christopher: Spring Celebration

An explosion of Spring delights and treasures and, of course, signature Cory Christopher flair. It's time to celebrate the season of possibilities; budding blooms + dirt-filled pots filled with potential. Inspiration will be blooming, and we know you will find something beautiful to add a hint of spring to your home.

Presented by



Project Playhouse

Watch creativity and craftsmanship come to life as NAIT students and staff build incredible playhouses live on-site! After the show, these handcrafted structures will be donated to a local children's charity.

Presented by

