



## The Liberation75 Municipality Program EXCLUSIVELY FOR CANADIAN MUNICIPALITIES

As a Canadian Municipality, we need YOUR help us spread the word across the country about the Liberation75 Commemorative Planting Campaign.

Our mission is to plant 1.1 million Liberation75 tulips across the country to commemorate the 75th anniversary of the liberation of the Netherlands in the spring of 2020. This program honours the 1.1 million Canadians who served during that war.

We are offering a special program for those municipalities who want to show their 75th Anniversary pride by planting a bright orange, early to mid-blooming hardy tulip featuring pointed petals forming the shape of a crown, in a public garden.

### Order your Liberation75 Municipality Kit\*

The Canadian Tulip Legacy, along with their Partners: KLM Royal Dutch Airlines, the National Capital Commission, and the Kingdom of the Netherlands, are pleased to offer the following in your Municipality Kit:

- Liberation75 bulbs at a **discounted rate of \$0.30 per bulb** for participating municipalities, with a minimum order of 750 required, and a maximum order of 7500 bulbs.
- Posters in both French and English for use in your Town Hall or City Hall, guiding your citizens to the [liberation75.ca](https://liberation75.ca) website to purchase and plant their own "Liberation75 bulbs!"
- An E-Marketing Tool Kit to promote the planting program on your municipality's social media accounts.



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- Detailed guidelines for the design, planting, tending and promotion of a Liberation75 Ceremonial Garden in your community.
- Instructions on how to share your Planting & Blooming Ceremonies with the country will also be provided together with customizable press releases for your local use in both the fall of 2019 and the spring of 2020 .
- Graphics for an official sign to mark your Liberation75 Garden.

\*All marketing products provided on-line and free of charge. Municipalities are encouraged to use a local printer to create posters and signs.

4 x Posters (FR & EN) in several easy to print sizes  
 6 x Vintage Style Facebook / Instagram Images  
 6 x Floral Style Facebook / Instagram Images  
 4 x Google Display Ads  
 1 x :30 Second Video Ad  
 Planting & Care Instructions  
 Customizable Press Release (Planting)  
 Customizable Press Release (Blooming)  
 Official Garden Sign (Made for ease of Printing)