



Toronto Master Gardeners Reveal New Logo Increasing number of urban gardeners drives demand for credible information

(October 21, 2022) Urban gardening has changed significantly since 1988.

The traditional front and backyard lawns are giving way to the celebrity like status of houseplants, urban farming as well as the active removal of invasive plants and growing passions for native species. In recent years these trends have accelerated, and gardeners are seeking more information than ever before.

Reflecting these changing interests, Toronto Master Gardeners (TMG) has adopted a new look to reflect these evolving information needs. The new look will help the gardening public recognize the Toronto specific group and reinforce TMG's mission to be reliable educators of urban horticulture.

According to Toronto Master Gardeners, the new logo speaks to the group's goal to inspire and build confidence in all gardeners as well as contribute to a more sustainable city through sound gardening practices. The logo depicts two hands cradling a plant. This motif symbolizes the support that Master Gardeners provide to their local community, ecosystems and to one another. It also symbolizes the symbiosis that exists between humans and the natural world. What we plant matters today as collectively each garden space contributes to a healthier city.

TMG held its first meeting in January 1988. Through TMG's popular Ask A Master Gardener forum Toronto gardeners can access free advice year round, online or by phone. During the past two years TMG answered more than 3000 questions across topics ranging from pests and diseases to trees and shrubs. TMG is proud to be a source for science-based information.

About Toronto Master Gardeners

Toronto Master Gardeners, formed in 1988, are volunteers whose mandate is to share current, science-based horticultural information with the gardening public.

To become a Master Gardener please visit: torontomastergardeners.ca/become-a-master-gardener/ or contact: training@torontomastergardeners.ca

The new logo was created by Master Gardener in Training, Krista Elvey, designer, artist, and brand specialist.

For more information please visit: torontomastergardeners.ca

Note: Gardeners outside of Toronto can access one of 29 regional Master Gardener groups located across Ontario. Visit: mgoi.ca