



Media Release

FOR IMMEDIATE RELEASE

Beautification Competition is Dufferin County's chance to showcase local county spirit

About 70,000 visitors are expected for this September's International Plowing Match & Rural Expo

DUFFERIN COUNTY, Ontario (August 8, 2023) - What do you do if you are expecting about 70,000 guests?

You get ready for company, that's what!

And that's exactly what the communities within Dufferin County are doing as they gear up in anticipation of the large crowds coming to the International Plowing Match & Rural Expo (IPM) mid-September.

The IPM will take place from September 19 to September 23 in Bowling Green, between Grand Valley and Laurel, and is a five-day celebration of agriculture and rural living. In addition to the plowing competitions there are multiple events and activities scheduled over the five-day event attracting thousands of visitors from across the province and beyond. The IPM 2023 Beautification Competition is the host community's opportunity to be creative and showcase their Dufferin County-proud spirit to welcome the visitors to the area.

"This is the first time Dufferin County has hosted the event and we want to make sure we put our best foot forward," says Kate Bryan, chair of the beautification competition committee.

The theme this year is "*Breathe in Dufferin—Ontario's Heartland*" and the outdoor visual displays must incorporate the theme, flowers (hydrangeas and fall mums) and colours (blue, rust and cream) of this year's match.

A total of \$2500 is up for grabs with first (\$300), second (\$200) and third (\$100) awarded in each category: urban, rural, business and barn quilts. Stores and churches are also encouraged to participate, eligible in the business category.

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Scored out of a possible 100 points, local organizers say entries will be judged on best use of flowers, the official colours, the theme, and overall impact and appeal.

If you are interested in participating in the beautification competition, download the entry form at <https://www.plowingmatch.org/ipm2023/get-involved/beautification-competition> and submit the completed form with an 8" by 10" photo (high-resolution jpg) by email to IPM2023Beautification@gmail.com.

There is no entry fee and the competition is open to everyone within Dufferin County.

Summer is winding down but there is still time to enter the contest, which closes the end of the month, Monday, August 28, 2023.

Photo, attached: IPM 2023 Beautification Competition.jpg

Additional Resources

- Visitor Information & Tickets: <https://www.plowingmatch.org/ipm2023/visitor-info/tickets>
- Map and Directions: <https://www.plowingmatch.org/ipm2023/visitor-info/directions-maps>
- Facebook: www.facebook.com/IPM2023
- Instagram: www.instagram.com/ipm2023
- Twitter: www.Twitter.com/IPM2023official

About

The International Plowing Match and Rural Expo (IPM)

The International Plowing Match will take place from September 19 to September 23 in Bowling Green (between Grand Valley and Laurel) in Dufferin County, Ontario. The IPM is a five-day celebration of agriculture and rural living. There will be plowing competitions, a range of activities for people of all ages, numerous opportunities to learn about agriculture, daily live entertainment in multiple match venues, hundreds of vendors and exhibits, a wide variety of food, an RV park and more. The event has an expected attendance of approximately 70,000 people. For more information: www.plowingmatch.org/ipm2023.

The Ontario Plowmen's Association (OPA)

The Ontario Plowmen's Association is the parent host of the International Plowing Match. Each year the OPA partners with a community to organize and host the International Plowing Match and Rural Expo. For more information please visit www.plowingmatch.org.

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