



## Media Release

FOR IMMEDIATE RELEASE

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### Showcase Niagara community spirit with this year's Beautification Competition

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GRASSIE, Ontario (May 12, 2025) – The return of the iconic International Plowing Match & Rural Expo (IPM) to Niagara for the first time in almost 100 years offers a unique chance for the Niagara communities to shine.

The five-day IPM will take place this September and preparations are well underway to welcome the thousands of anticipated visitors.

One of the most anticipated lead-up activities is the Beautification Competition, inviting residents and organizations to highlight the natural charm and community spirit that defines Niagara.

The Beautification Competition is open to individuals, families, businesses and community organizations offering a total of \$4,200 in cash prizes. Entries will be judged in seven different categories: Residential, Farm/Rural, Big Bale, Townships, Business/Commercial, School/Church/Senior Residence, Niagara & Haldimand 4-H. Each category will present three awards: \$300 for first place, \$200 for second, and \$100 for third.

Participants will be evaluated out of 100 points with the judging criteria focusing on the best use of flowers, incorporation of the official IPM colours (blue and green), creative interpretation of the 2025 theme, "From Our Farm to Your Table," and the overall visual impact and appeal of the display.

"This is a special opportunity for our region to truly shine," says Anne Marie Chechalk, chair of the Beautification Competition. "From vibrant gardens to creative storefront displays this competition gives us a chance to showcase the unique beauty and community pride found throughout Niagara. We can't wait to see the colourful results," she says.

Whether you're planting a stunning front yard display or dressing up your business for the occasion these community efforts will help showcase the best of our region.

To enter the Beautification Competition visit [www.plowingmatch.org/ipm2025/beautification](http://www.plowingmatch.org/ipm2025/beautification) to download and complete the official entry form. Submissions must include an 8" x 10" high-resolution JPG photo of the display and be sent by email to [beautification@ipm2025.ca](mailto:beautification@ipm2025.ca). A \$10 entry fee is required and can be submitted by e-transfer to [ipm2025sales@outlook.com](mailto:ipm2025sales@outlook.com).

The competition is open to everyone and all entries must be received by August 25, 2025.

To find out how you can get involved as a volunteer, sponsor or exhibitor be sure to visit the website at [www.plowingmatch.org/IPM2025](http://www.plowingmatch.org/IPM2025).

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### **Be sure to follow us on Social Media**

Facebook: 2025 International Plowing Match & Rural Expo

Instagram: 2025IPM

To access the IPM 2025 Media Release archives, visit: <https://www.plowingmatch.org/ipm2025/about-us/media-centre/>.

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## **Quick Facts**

- The International Plowing Match and Rural Expo (IPM) is held in a different Ontario community each year, highlighting the many great things the area has to offer and attracting thousands of visitors from across the province, throughout Canada, the United States and beyond;
- Tourism industry figures put the economic impact of the IPM at about \$25 million annually (not including the long-term benefits this exposure provides to communities) and it spurs tourism in the surrounding area for years to come; and
- Profits generated by the IPM are donated to groups and organizations within the host communities; and
- The VIP Plowing on Opening Day is always a fan favourite as we watch provincial party leaders try their hand at plowing driving tractors of the appropriate party colour.

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## **Quick Links**

- Visitor Information: <https://www.plowingmatch.org/ipm2025/visitor-info/>
- Volunteer Information: <https://www.plowingmatch.org/ipm2025/get-involved/become-a-volunteer/>

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## **About**

### **The International Plowing Match and Rural Expo (IPM)**

The International Plowing Match and Rural Expo (IPM) 2025 will take place from September 16 to September 20 at the West Niagara Fairgrounds and neighbouring farms in Grassie, part of the West Lincoln Township in the Regional Municipality of Niagara, 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. For more information: [www.plowingmatch.org/ipm2025/](http://www.plowingmatch.org/ipm2025/).

### **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](http://www.plowingmatch.org).

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