

*For Immediate Release*

# **PRESS RELEASE**

*To: Assignment Editors, Reporters and Producers*

## **J.A. LAPORTE FLOWERS & NURSERY IS HERE TO STAY!**

**OTTAWA (November 12, 2013)** – After several months of speculation, Jean and Estelle Laporte, owners of **J.A. Laporte Flowers & Nursery**, are eager to set the story straight: “we are here to stay”. “We haven’t sold our beloved nursery and do not plan to relocate,” eagerly stated Estelle Laporte. However, the owners are forthright about their recent decision to sell a small portion of their land to Tamarack Homes. The construction of Cardinal Creek Village by Tamarack Homes, a 208 hectare mixed-use housing development, located on the outskirts of Orleans, just east of Trim Road, has provided the company with an opportunity to improve its facilities.

For many years, the gardening establishment has had to truck in city water seeing as the water beneath the land contains high sodium levels and therefore cannot be utilized to water small plants. The importation process has been very costly for the mom-and-pop owned business, which is why the owners felt it would be wise to sell a section of their entrance lane. “If it were not for Tamarack allowing us to tap into their new water system, we might eventually have had to close our doors,” said Jean Laporte.

As a constantly growing company, the Laporte’s feel that this small change will enable their company to continue to maintain superior products and customer service to its expanding clientele. “These changes are driven by our commitment to better serve Ottawa residents and our loyal clients,” noted Estelle Laporte. J.A. Laporte’s store manager, Elaine Gauthier stated, “the staff and I are very excited to serve the new Cardinal Creek Village residents, along with all of our loyal, long-time customers”. “Tamarack has been very supportive of our decision to remain at our current Orleans location,” said Mr. Laporte. Both Estelle and Jean wish to reassure the community that their local nursery will be undisturbed by the new development and signage will be placed to mark the redesigned entrance expected to be completed by June 2014.

Ted Phillips, Senior Vice-President of Development for Tamarack Homes stated, “we are pleased to confirm that we have negotiated a way in which we can develop around the Nursery, while ensuring that the garden centre remain a unique and integral feature of this new Community. Just steps away from their homes, future residents will have the opportunity to purchase top of the line products from the reputable family-owned business. We wish them continued success”.

The new community will be developed by Tamarack Homes, which will be built in several phases over the next 15 to 20 years and will eventually include an estimated 3,500 residential units as well as two village-style commercial centres on a parcel of rural land near the Ottawa River, just east of Trim Road. Cumberland City Councillor, Stephen Blais describes Cardinal Creek Village as “the best new community in the city of Ottawa”.

As a second generation family-owned and operated business, J.A. Laporte’s roots run deep in Ottawa’s East End. To this day, community remains one of J.A. Laporte’s core values. Jean Laporte said, “we have been providing our customers with the very best in quality, selection and service for 53 years and hope to serve our community for many years to come”.

### **J.A. Laporte Flowers & Nursery**

Founded in 1960, Therese and Roger Laporte established Laporte Nursery by purchasing land and building their very first greenhouse. Twenty-two years later Therese and Roger partially-retire, and their

son Jean took ownership of the business along his then-girlfriend Estelle. Now married, Jean and Estelle Laporte have established their mom-and-pop owned business as Ottawa's premier garden centre. Inspired by the four generations of gardeners that came before them, Nicolas and Monika Laporte, Jean and Estelle's children, are thrilled and honoured to carry on the family's legacy already deeply embedded in the community. With 2,500 varieties of plants, 17 greenhouses and over 200,000 square feet of nursery, and retail store, J.A. Laporte is Eastern Ontario's largest garden centre. Having over half a century worth of horticultural expertise, J.A. Laporte provides customers with top of the line, locally grown plants and friendly and knowledgeable service. Visit J.A. Laporte Flowers and Nursery online at <http://www.laportegardens.com/>.

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