

**For Immediate Release
Monday, May 4, 2020**

Alberta / B.C. Greenhouse Nursery teams up with Avison Young to create Pop-up Garden Shops “Glow Gardens”

Alberta, B.C. – Businesses of all sizes have been working to navigate the challenging impacts of COVID-19 throughout these unprecedented times. In late March, Darvonda Nurseries learned that its largest wholesale buyer would not be able to accept the majority of its season’s spring plant order. Lawrence Jansen, the owner of Darvonda Nurseries, needed a solution to sell up to 80 percent of its annual vegetable and potting plants grown in Alberta and British Columbia or risk survival of its third-generation business. Lawrence Jansen explained the situation to James Heaps, the Head of M&A and Business Advisory Services at Avison Young, and the groundwork for a solution was put in place.

In four weeks, Lawrence Jansen alongside James Heaps, Hani Abdelkader and Travis McElroy at Avison Young worked on a plan that will see 7 pop-up locations throughout Alberta & Saskatchewan. “We worked with Lawrence to effectively create 7 businesses in one month,” said Heaps.

“We believe we have a win, win, win solution; we win by working with communities and providing our product to our customers, real estate owners win by gaining a short term solution with no additional cost, and fortunately, we now have a plan in place to help our business survive,” said Jansen.

“The support and rallying around business attitude we have seen has been unprecedented. We need to thank the Tsuut’ina Nation, City of Calgary, City of Edmonton, City of Red Deer, and all the real estate landlords we have worked with for their help in navigating a different way of doing business,” said Abdelkader.

Products will be sold at wholesale cost, and includes vegetable, flower bedding plants, and hanging baskets which were earmarked for garden centres at big box retailers. The Pop-up Garden Shops will open for one to two months and will be located at:

- Open: 14815 Bannister Road SE – Former Rona (Front parking lot)
- Open: 7516 Macleod Trail S – Former Part Source (Front parking lot)
- Opening May 5th: 1817 Crowchild Trail NW – McMahon Stadium (East parking lot)
- Opening May 7th: 3777 Grey Eagle Drive – Grey Eagle Casino (East parking lot)
- Opening May 7th: 4847A 19 Street, Red Deer, AB - Red Deer Westerner Park
- Open: 730 St. Albert Trail, St. Albert, AB – Former Rona (Front parking lot)
- May (TBD): 503 Ruth Street, Saskatoon, SK – Prairieland Park

When asked what other businesses can do, James Heaps added: “The impact of COVID-19 is challenging the survival of many Canadian businesses, but at the same time businesses are rethinking how they operate, how to get their value proposition in front of consumers differently than in the past, and how to implement new ways of doing business that align with social distancing and health practices. At Avison Young, we are working closely with our clients to

navigate these unprecedented times and to see new opportunity for growth through new ways of doing business.”

If you are a business owner and would like to know how Avison Young can assist your business accelerate change and create new opportunities to new challenges please contact: NewGrowth@avisonyoung.com .

For more information:

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