

MEDIA RELEASE APRIL 16, 2012

A Rose by Any Other Name...

Create a strong focal point in your garden with hardy roses

MILTON, Ont. — Make your commitment to Earth Day 2012 extend beyond a few token gestures on a designated day by infusing some new life and colour into your home garden.

Maintaining a garden in your front and back yards does much more than simply enhance the curb appeal of your home. They are a statement of environmentalism, establishing plant life in an urban setting and creating habitats for any number of creatures, from insects to birds to small mammals. When considering your garden this year, do it a favour by establishing a strong focal point with roses.

“The rose is one of our most cherished and beloved plants, and we often associate the emotion and beauty it evokes with a special occasion,” says Denis Flanagan, public relations manager with Landscape Ontario. “Today’s roses are hardy, low-maintenance plants that immediately add a sense of class and style to your garden. For sheer floral elegance, there is nothing more evocative than the lingering scent of a rose garden on a hot summer day.”

Today’s roses are bred with special care to hardiness and disease resistance that will ensure they survive harsh Canadian winters. Breeders have also developed roses that will continue re-bloom throughout the entire season to ensure consistent colour in your summer garden. These innovations have made roses incredible versatile, and can now be used in your garden where you may have once considered a flowering shrub. Roses can now excel as a shrub border, in planter boxes, on a trellis or in mass commercial plantings.

Here are some tips for selecting the right rose for your garden:

- **Look beyond the colour.** It’s not enough to just look at the picture on the tag and decide that is what you want in your garden. Speak with the experts at your local garden centre to select roses that will work best in your climate conditions.
- **Consider the rootstock.** Many roses being sold may not come from local rootstock, meaning they may not be hardy for Canada’s colder regions. Look for hardy rootstock (*Rosa multiflora*); many of the ne hybrid tea, floribunda, grandiflora and climber varieties will perform very well in the Greater Toronto Area if on a hardy rootstock.
- **Buy local.** Canada has had a very successful rose breeding program since the late 19th century, and new advancements are still being made. Canadian roses are strong enough to withstand prolonged freezing temperatures and are diseases resistant, but still boast vibrant colours and great fragrance. The newest rose from the Canadian breeding program, the Bill Reid rose, is set to be released this spring at local

Landscape Ontario member garden centres. The Bill Reid is part of the new Canadian Artists series, along with the Felix LeClerc and Emily Carr roses.

Hardy roses are available now at independent garden centres. To find a garden centre near you, please visit www.landscapeontario.com.

About Landscape Ontario:

Landscape Ontario Horticultural Trades Association is one of the most vibrant associations of its kind, comprised of more than 2,000 members, 10 sector groups and nine local chapters. Its trade mission is to promote the horticulture industry in Ontario, and its public mission is to promote the joys and benefits of green spaces.

-30-

For more information, please call

Media Contact:

Stephen Murdoch

Enterprise Canada

Tel: 905-682-7203 X24

Cell: 289-241-3997

Email: smurdoch@enterprisecanada.com



landscapeontario.com



Green for Life!