



**MEDIA RELEASE**

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## **Canadian Shield™ rose is Canada Blooms' Plant of the Year**

**TORONTO, Ont.** — There's a big party planned for Canada's 150<sup>th</sup> anniversary in 2017, and Canada Blooms is going to help with the celebration.

When the 21<sup>st</sup> annual Canada Blooms flower and garden show — the largest of its kind in the country — opens in March, there will be a distinctly Canadian flavour to the show, from the design of the displays to the plants being used. Central to this O Canada theme is the 2017 Plant of the Year, the Canadian Shield™ rose.

"Canada Blooms 2017 will boast more Ontario grown plants and a Canadian influence weaving its way throughout the show floor, and a key part of that will be the Canadian Shield™ rose," says Canada Blooms general manager Terry Caddo. "The Canadian Shield™ rose is truly a made in Canada rose. It has rich colour and a majestic beauty, and like Canadians is hardy enough to survive and thrive in the diverse weather conditions of our broad and diverse land."

Branded and marketed by the Vineland Research and Innovation Centre (Vineland), the Canadian Shield™ rose is the first of Vineland's 49<sup>th</sup> Parallel Collection to be released. It will make its debut in garden centres across the country in time for Canada's 150<sup>th</sup> birthday celebrations.

The collection is from the Canadian hardy rose program at Vineland, in partnership with the Canadian Nursery Landscape Association (CNLA).

The Canadian Shield™ rose is a versatile garden and landscape rose with a more than one-metre spread and full, red flowers and glossy green foliage. It's a repeat bloomer that stays stunning throughout the entire garden season. Just as its name suggests, Canadian Shield™ is a hardy rose that's resistant to black spot and is winter hardy from coast to coast.

It is bred to be a gardener's dream, with a visual appeal that will highlight any landscape project.

"Canada Blooms is the preeminent flower and garden festival in the country, and there is no better flower than the hardy Canadian Shield™ rose to be the Plant of the Year during Canada's 150<sup>th</sup> birthday party," says Lana Culley, Vineland's Director of Business Development. "We're thrilled to have worked with CNLA and the best rose propagators/growers in the country to help gardeners and landscapers get their garden gloves on a rose they'll be proud to plant in their flower beds."

More than 20 Canadian nurseries are licensed to propagate and grow 50,000 Canadian Shield™ roses for home gardeners and landscapers to plant in time for Canada Day 2017.



Co-located with the National Home Show, Canada Blooms takes place March 10<sup>th</sup> to 19<sup>th</sup>, 2017, at the Enercare Centre at Exhibition Place in Toronto. For more information or for tickets, please visit [canadablooms.com](http://canadablooms.com). Follow Canada Blooms on Twitter [@CanadaBlooms](https://twitter.com/CanadaBlooms) and Like it on [Facebook](https://www.facebook.com/canadablooms).

#### **About Canada Blooms**

Canada Blooms is an annual world-class festival that connects people to the joys and benefits of nature through experiences with gardens and flowers by promoting, educating, inspiring and celebrating all aspects of horticulture. A not-for-profit organization that gives back to the community throughout the year by funding community garden projects around Ontario, Canada Blooms is also dedicated to providing the community with horticulture expertise, education and resources on an ongoing basis.

Now in its 21<sup>st</sup> year, Canada Blooms was founded by Landscape Ontario and The Garden Club of Toronto. Each year it is supported by a committed group of partners, sponsors and volunteers. Canada Blooms has been named One of Ontario's Top 100 Events by Festivals and Events Ontario and One of North America's Top 100 Events by the American Bus Association.

#### **About Vineland Research and Innovation Centre**

With a highly-skilled research team, oversight from an independent Board of Directors, engagement from an international Science Advisory Council and collaboration with more than 160 global partners including a Stakeholder Advisory Council, Vineland's goal is to enhance Canadian growers' commercial success through results-oriented innovation. We are an independent, not-for-profit organization funded in part by *Growing Forward 2*, a federal-provincial-territorial initiative. For the latest on our research and innovation, visit [vinelandresearch.com](http://vinelandresearch.com).

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