



Canadian Nursery Landscape Association *Association Canadienne des Pépiniéristes et des Paysagistes*

Member
Associations

British Columbia
Landscape
and Nursery
Association

Landscape Alberta
Nursery Trades
Association

Saskatchewan
Nursery Landscape
Association

Landscape
Manitoba

Landscape Ontario
Horticultural
Trades Association

Association
Québécoise
des Producteurs
en Pépinière

Landscape
New Brunswick
Horticultural
Trades Association

Landscape
Nova Scotia
Horticultural
Trades Association

Landscape
Newfoundland and
Labrador

For Immediate Release

May 2, 2012

Bill Reid, a Rose for the 21st Century

New for 2012, from the breeding work of Dr. Campbell Davidson, Agriculture and Agri-Food Canada, and selected by Canadian rose industry specialists, we have the Bill Reid rose. 21st Century roses like Bill Reid take very little effort to grow and produce flowers over and over throughout the summer. The flower colour doesn't fade and the leaves stay healthy. This rose will fit right in with other flowers and shrubs in the landscape bed and is small enough to go into patio pots.

Bill Reid rose maintains its vibrant yellow blooms, even in the height of the summer sun. Hardy to Zone 3, this rose takes the cold and is disease resistant. Like many fondly remembered roses, it is fragrant. Bill Reid rose grows 90cm (35") high and 70cm (28") wide with a bushy habit. The flowers are larger and more abundant than the Morden Sunrise rose and repeat throughout the season.

Bill Reid rose, *Rosa* 'CA33', is the third in the series of Canadian Artists[®] Roses, joining Emily Carr and Félix Léclerc. One of Canada's foremost artists, Haida artist Bill Reid (1920-1998), was an outstanding gold and silversmith turned sculptor. He was proclaimed a National Living Treasure and was instrumental in inspiring people to reclaim their cultural heritage.

Find out more about Canadian Artists[®] Roses by visiting <http://www.canadianartistsroses.com>

Rosa 'CA33' is protected by Canadian Plant Breeders' Right (PBR) and US Plant Patent. Propagation allowed only with permission from CNLA (Canadian Nursery & Landscape Association). Contact Rita Weerdenburg at 1-888-446-3499 or rita@canadanursery.com

- 30 -



printed on recycled paper,
with vegetable based inks