



For Immediate Release

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THE 2009 WORLD ROSE FESTIVAL IS ABOUT TO BLOOM AT THE VANCOUVER CONVENTION CENTRE

It's a Once in a Lifetime Event for Everyone Who Has Ever Loved the Rose

Vancouver, BC – Next weekend, June 19 – 21, 2009, indulge in everything roses at the 2009 World Rose Festival being held in the brand new west wing of the Vancouver Convention Centre. This once in a lifetime event has something for everyone.

Display gardens by Canada's top nurseries, breeders, wholesales and garden centres will greet visitors with an explosion of colour made up of thousands of blooms. Discover the beauty and benefits of the new breeds of easy to grow and no spray roses available today and the abundance of varieties they come in. The new Michel Trudeau Rose will be unveiled for its first "official" public viewing.

One of the Festival's biggest features is the World Rose Show, a world-class judged rose show with hundreds and hundreds of blooms and bouquets to view as entrants compete for top honours in over 200 categories.

Festival goers can listen to local, national and international rosarians like Peter & Amanda Beales from England, Thomas Proll from Germany with Kordes Roses and Ciscoe Morris from the US, talk on their areas of expertise in "Activity Central". They can participate in the "Hands On Workshops" on everything from pruning to organic rose growing, held by local experts such as Brad Jalbert of Select Roses and Earthkind expert Patrick White.

The Festival also provides a rare opportunity to ask garden questions to some of the world's top rosarians at the "Meet the Experts One-on-One" featuring Gerald Meylan, president of the World Federation of Rose Societies, Rose Gilardi of the American Rose Society, Peter Boyd of the World Federation of Rose Societies and much, much more.

For lovers of roses who are not necessarily gardeners they can take in the beautiful floral art displays created by 21 of Metro Vancouver's best floral designers, including Maureen Sullivan of Thomas Hobbs Florist, Hilary Miles and Donna Hutton. The World Rose Fine Art Exhibit, "The Rose: What's in a Name" features three of the city's top artists, Heather Johnston, Carole Arnston and Alex Waterhouse-Hayward.

For the children the Kids' Garden offers them a whimsical oasis from the adult world. Created by Anne Talbot-Kelly and Ray Lachance and hosted by the UBC Botanical Garden there are lots of activities for little hands to enjoy the Rose.

After taking in all the sights of the Festival, visitors can take some of that Rose passion home with them with a trip to the Marketplace and its extensive selection of rose and garden shopping opportunities. Then they can relax and enjoy a meal or snack at the Rose Bistro.

The 2009 World Rose Festival is being held in Exhibit Hall C of the new West Exhibit Level at the Vancouver Convention Centre, 1055 Canada Place, Vancouver. Festival hours are Friday, June 19, 2:00 pm to 9:00 pm; Saturday, June 20, 9:00 am to 9:00 pm, and Sunday, June 21, 9:00 pm to 5:00 pm.

Discounted early bird tickets are available in advance from the Festival website at www.worldrosefestival.com and participating garden retailers. Regular priced tickets will be available at the Festival. For more information on the Festival and to sign up for the e-newsletter, visit www.worldrosefestival.com

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