

For Immediate Release

June 17, 2009

MEDIA ADVISORY

**THE MICHEL TRUDEAU ROSE WILL MAKE ITS FIRST PUBLIC APPEARANCE AT THE WORLD ROSE FESTIVAL THIS SATURDAY
Funds Raised Through the Sale of the Rose Will Support the Canadian Avalanche Foundation**

Vancouver, BC – The World Rose Festival is proud to announce the first official public unveiling and sale of the new Michel Trudeau Rose at the Festival on Saturday, June 20th at 11:00 am, named in his honour by his Aunt and Uncle, Betsy and Robin Dening, rose breeders and owners of Brentwood Bay Nursery in Victoria. A portion of the proceeds from sales of the Michel Trudeau rose will benefit the Canadian Avalanche Foundation (CAF) in Michel's honour.

"The whole idea of the rose is to not only to commemorate Michel Trudeau," says Robin Dening, "but to raise money for the awareness of avalanches in order to save more lives." Michel Trudeau lost his life in an avalanche while backcountry skiing in Kokanee Glacier Park, BC, in 1998 at the age of 23. He was the son of the late Prime Minister Pierre Elliot Trudeau and Margaret Trudeau.

The Michel Trudeau roses will be available at the World Rose Festival in one gallon pots for \$20.00 with \$10.00 dollars from each rose bush sold being donated to the CAF. There will also be a limited number of larger in roses five gallon pots, which will be sold for \$40.00 with \$20.00 from each rose sold will be donated to the CAF. The Michel Trudeau roses will be available at the Adamsons' Heritage Nursery display.

The Michel Trudeau Rose:

Bloom Time: Repeat flowering from spring to fall

Exposure: Plant in fertile free-draining soil in full sun

Water: Mulch soil after planting & water 2-3 times per week until established

Height: Grows 4 ft (120 cm) high to 3 ft (90 cm) wide – bigger on West Coast

Description: Long pointed reddish-pink buds open to large, very fragrant, double deep pink flowers with yellow stamens and white splashed in the centre; silvery-pink undersides. Medium sized shrub with disease resistant, glaucous-green foliage and prickly stems. New growth has red veining and reddish stems. Spectacular plum-red fall foliage and large red hips, wonderful grown as a shrub in borders or as a hedge.

Zone 2-9.

The World Rose Festival is being held this Friday, June 19 to Sunday, June 21 in the brand new west wing of the Vancouver Convention Centre. The Festival is a complete indulgence in everything roses featuring a world-class judged rose show, display gardens by some of Canada's top rose nurseries and garden centres, expert advice from local and international rosarians, floral design displays, lectures, a fine art exhibit, an extensive marketplace and more. For more information on the Festival visit www.worldrosefestival.com or email info@worldrosefestival.com.

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A digital photo of the Michel Trudeau Rose is available upon request

Robin and Betsy Dening will be available after the unveiling for interviews

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