



For Immediate Release

Canadian Shield™ rose returns to inspire gardeners in 2018

VINELAND STATION, Ontario, March 13, 2018 – The snow is still falling in many parts of Canada but green thumbs everywhere are already planning what to grow in their gardens this summer.

The hugely popular Canadian Shield™ rose from Vineland's 49th Parallel Collection, developed at Vineland Research and Innovation Centre (Vineland), will be available again in 2018 to take root from coast to coast.

Canadian Shield™ debuted in limited quantities in 2017, in time for Canada's 150th birthday celebrations, and this made-in-Canada rose hasn't disappeared now that the party is over.

"It was exciting to see Canadian Shield™ take off and inspire gardeners in every province in 2017," said Jim Brandle, Vineland's CEO. "Fortunately, anyone who missed out on planting Canadian Shield™ last year will have the chance to add it to their landscape in 2018, or add more."

Canadian Shield™ is a low-maintenance, versatile garden and landscape rose that promises plenty of full red flowers and glossy green foliage throughout the growing season.

The rose is a repeat bloomer, making it a majestic beauty all season, and just as its name suggests, it's a hardy flower that can stand up to winter and resist disease from St. John's, N.L., to Victoria, B.C.

Vineland's 49th Parallel Collection stems from Canada's national rose program at Vineland in partnership with the Canadian Nursery Landscape Association. Canadian Shield™ is the first rose released in the collection and was named Canada Blooms' 2017 Plant of the Year.

You can find more information at 49throres.com including details on Chinook Sunrise™, the next release in the collection set for 2019.

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. For the latest on our research and innovation,

visit www.vinelandresearch.com. We are an independent, not-for-profit organization funded in part by *Growing Forward 2*, a federal-provincial-territorial initiative.

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