



For Immediate Release

New Canadian Shield™ rose to be released for Canada's 150th birthday

VINELAND STATION, Ontario, November 1, 2016 – Canadian Shield™, a new variety of rose branded and marketed by Vineland Research and Innovation Centre (Vineland), will make its debut in gardens next summer in time for Canada's 150th birthday celebration. It's the first rose in a curated collection to be released in the coming years and known as Vineland's 49th Parallel Collection.

The rose selections are products of the Canadian hardy rose program at Vineland, in partnership with the Canadian Nursery Landscape Association (CNLA). They've been bred to be a gardener's dream — roses that boast beauty coupled with low-maintenance features including resistance to disease and cold.

Canadian Shield™ is a versatile garden and landscape rose with a more than one-metre spread, plenty of 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 flower that's resistant to black spot and winter hardy from coast to coast.

"Canadian Shield™ and the entire 49th Parallel Collection have all the low-maintenance traits and visual appeal that consumers love in landscape roses," said 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.

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

About The Canadian Nursery Landscape Association

The Canadian Nursery Landscape Association is a national not-for-profit federation of nine provincial landscape and horticulture associations representing more than 3,800 members in the landscape, retail garden centre, and nursery sectors. With the help of provincial associations, CNLA develops programs, undertakes initiatives, and forms alliances in order to achieve sustainable prosperity for members and stakeholders.

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