



Flower Power

New Award-Winning Roses Make Tantalizing Trio

(NAPSA)—2004 is a great year to be a rose lover. So, why not “Carpe Diem,” or pick a real “Honey” of a rose for your home garden this growing season.

“Seize the Day,” indeed!—In this case, make it Day Breaker or Memorial Day, which along with Honey Perfume make a formidable All-America Rose Selections (AARS) winning trio for 2004—AARS’ 65th year of recognizing the most outstanding new roses.

Day Breaker, Honey Perfume and Memorial Day have truly earned the AARS designation of roses that are “*Tested. Tried. Truly beautiful.*”

With its multi-shade yellow blooms, blending to pink and apricot, Day Breaker is an awakening of the senses. It’s an upright, bushy floribunda with pointed and shapely buds. Its spiraled blooms contain 30 to 35 petals per flower, each nestled among dark, glossy green foliage. Day Breaker is characterized not only by its brilliantly colorful, long-lasting clusters of flowers in a hardy, continuous bloom but by its sharp moderate tea fragrance.

Ah! The sweet scent and sight of Honey Perfume. This second award-winning floribunda’s spicy scent is as rich as its bright apricot yellow blooms that grow in large, open clusters. Honey Perfume’s flowers are four inches in diameter with 25 to 30 petals each. With its dark green and glossy foliage, Honey Perfume’s total growth is about 3 feet high and 2 feet wide. It also is very resistant to disease, including rust and powdery mildew.

The second heralded “day” of celebration for 2004 is Memorial



AARS award-winning roses like these can make the day of anyone who’s fond of America’s favorite flower.

Day, a hybrid tea with clear pink flowers accented with a lavender wash. This medium-tall, upright and bushy variety features very large, full, spiraled blooms with more than 50 petals per flower. Memorial Day’s long cutting stems are beautifully clothed with rich green foliage to accent the large blossoms. The flower possesses a strong damask rose fragrance and is a vigorous and productive performer with strong resistance to disease and hot weather.

Now is the time to start thinking about how this year’s “best of the best” new roses will look in your garden come springtime. The 2004 AARS Winners will be available at retail garden stores, through selected catalogs, and online.

For more information about the 2004 winners and past AARS winners, visit the AARS Rose Resource Web site at www.rose.org.