CHICAGO (Jan. 7, 2015) – Gardeners can stop crossing roses off their shopping lists in spring out of concern they’re too persnickety to grow easily.

For the first time in more than a decade, The Chicago Flower & Garden Show, presented by Mariano’s (Mar. 14-22, 2015) will present a dazzling rose garden. In fact, there’ll be two amazing rose gardens – one focused mostly on climbing and shrub varieties, the other, a sea of miniatures – demonstrating that roses are easy to grow, and need not be relegated to a shrub border for fear of disease and maintenance demands.

In keeping with the theme: “Do Green. Do Good.” the show will display carefully-selected disease-resistant roses, proving the whole idea of spray, spray, spray is so yesterday!

“Our visitors, seeing the many ways that professionals incorporate these exceptional, hardy roses into gardens, will be inspired to replicate those ideas at home,” says Tony Abruscato, director of the Chicago Flower & Garden Show. The rose gardens will not only bring even more color, beauty, and variety of plant materials to the show, but also serve to “demystify” the rose-growing process, Abruscato says.

“The gardens will showcase all the beauty, grace, elegance, fragrance and old-world charm we expect from the classic rose garden, but will feature easy-to-grow modern roses that will awaken the senses with a full palette of colors and lovely scents, inspiring us all to grow these timeless beauties,” says Susan Fox of Gaga's Garden, a recent American Rose Society award winner. Fox’s year-long efforts in facilitating special collaborations between growers and others were key in making the show’s rose gardens a reality. And oh, what fresh, new creativity they bring!

One garden “will be the ‘rose room’ oasis that many long for: instead of uniform rows of blooms, the shrub, English, and old-garden roses will seem to overflow, filling the air with fragrance and the space with joy – a gorgeous retreat for weekend breakfasts or a glass of wine
on a warm, summer evening,” says Scott Mehaffey, landscape architect who will co-design the garden that American Gardens will build. Some roses will be six feet tall!

Blooms for the “rose room” will come from Star® Roses and Plants/Conard-Pyle, which introduced the famous Knock Out® and Drift® families of roses. Star plans to provide five varieties of low maintenance, brightly-colored hybrid teas, including the tall Dee-Lish® Rose, with its very strong fragrance of verbena and citrus. Pink Flamingo™ contains a hint of salmon color, boasts superior winter and disease tolerance, and is suitable for smaller gardens and containers. Apricot Candy™ sports ruffled-edge petals and soft green foliage. Sunshine Daydream Rose is the first rose of its class to win All American Rose Selection under no spray conditions!

The roses are especially well-suited for Chicagoland’s winters because they are grown on their own root systems, instead of being grafted to stock. “This also means that in case of a severe winter, the root system will survive and the following year will give you the flower that you want, and not one from the understock,” explains Jacques Ferare, Star’s rose program manager.

Gethsemane Garden Center plans to provide rare varieties of disease-resistant antique roses, including bourbons, hybrid perpetuals, teas, and hybrid musks, says Nathan Beckner, Gethsemane rosarian and garden co-designer, who, with other rosarians, will help show visitors understand effective uses of roses.

A second garden, a delightful experience of miniature and miniflora roses, will feature the debut of Brenna Bosch™, a grayish-mauve offering from For Love of Roses. Examples of other cultivars on display will include Dr. Gary Rankin™, a two-inch miniature with good form, brilliant orange color and drilled centers, and nearly impervious to disease. Kiss An Angel Good Morning is a show piece in the garden especially when planted close to darker colored roses. Leading Lady is an awesome white, perfectly formed exhibition rose that has a blush of light pink in the center of each bloom.

“Roses are not difficult to grow, and everyone can enjoy them, even those in apartments with small balconies or patios. These miniatures and minifloras are perfect for containers,” says Richard Anthony of For Love of Roses.

Weeks Roses will also provide lovely varieties to round out the gardens.

For information about year-round events and activities – including advance tour group registration, discount tickets, hotel specials, travel details and schedules for the 2015 Chicago Flower & Garden Show – visit www.chicagoflower.com. Find the show on social media for up-
to-the-minute details and special incentives at www.facebook.com/chicagoflower and on Twitter @ChicagoFlower.

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Editors, please note:
High-resolution digital photos like the following are available by contacting the press representative on this release. We appreciate photo credit as Courtesy of the Chicago Flower & Garden Show.

Caption for above photo: Spring blooms early and beautifully at the annual Chicago Flower & Garden Show, presented by Mariano’s. Bring a notebook to jot down great ideas and tips you can use at home, from March 14-22, 2015 at Navy Pier. (Photo courtesy Chicago Flower & Garden Show)
About Flower Show Productions, Inc.

Flower Show Productions, Inc. is the production company for the annual Chicago Flower & Garden Show at Navy Pier (March 14-22, 2015), Lake County Fair in Grayslake, Ill. and for grand-scale public events that celebrate sustainable living and eco-friendly lifestyles. The company provides year-round messaging, education and information about the benefits of earth-friendly choices to our yards, neighborhoods, communities and the planet. Future show dates are March 12-20, 2016 (“Evening in Bloom,” March 11, 2016) and March 11-19, 2017 (“Evening in Bloom,” March 10, 2017). For year-round inspiration and great ideas, please visit www.chicagoflower.com, and find us on Facebook at www.facebook.com/chicagoflower and on Twitter @ChicagoFlower.

About Roundy’s

Roundy’s is a leading grocer in the Midwest with nearly $4.0 billion in sales and more than 23,000 employees. Founded in Milwaukee in 1872, Roundy’s operates 167 retail grocery stores and 114 pharmacies under the Pick ‘n Save, Rainbow, Copps, Metro Market and Mariano’s retail banners in Wisconsin, Minnesota and Illinois. Roundy’s is committed to helping the communities its stores serve through the Roundy’s Foundation. Chartered in 2003, the Roundy’s Foundation mission is to support organizations working to relieve hunger and helping families in crisis due to domestic abuse, neglect and other at-risk situations.

Do Green. Do Good. There’s much more to be done! Kindly consider the environment before printing.