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## PRESS RELEASE

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### **A ROSE TO CALL THEIR OWN - THE ROYAL PARKS UNVEIL HISTORIC BLOOM TO MARK LAUNCH OF NEW FOUNDATION**

After more than 500 years as a showcase for some of the world's most famous roses, The Royal Parks today unveil their very own rose - for the first time in their history.

The distinctive apricot-coloured flower has been named 'Royal Parks' and will be launched at London's Chelsea Flower Show. Model Joanne Armes will surprise visitors attending the event, appearing with her body daringly painted so that she is wearing nothing but roses.

The Royal Parks Rose has been commissioned from Harkness to mark the blossoming of a new charitable Foundation, set up with the aim of supporting London's eight Royal Parks. With basic maintenance costs for the Parks reaching nearly £30 million per year, the Foundation's challenge today is to highlight the value of the Parks and help them realise their enormous potential, so they can be enjoyed to the full now and in the future.

The historic Queen Mary's Rose Garden in Regent's Park's will be the first to display 'Royal Parks' this autumn. The lightly perfumed Hybrid Tea rose will be a classic addition to the Park, which has over 330 varieties of rose in more than 80 beds and is visited by over 5 million tourists a year.

David Caselton, Park Manager at Regent's Park said, "Regent's Park is world famous as the home of many fabulous roses. We grow the very best available as well as many historically significant varieties. Now, for the first time, we are proud to present our very own bloom, which we hope will be enjoyed by garden enthusiasts for generations to come."

Today model Joanne said, "I feel very honoured to be modelling this rose, because I grew up hearing my grandmother talk of the times she and my grandpa went courting in the Rose Garden in Regent's Park. It was her favourite place and I remember her taking me there as a child, the colours and scents were incredible."

Members of the public will be able to buy 'Royal Parks' for planting from November 2004. It will go on sale next month at a price of £7.95 per bush. To place an order call 0845 331 3143 or visit the Royal Parks' website at [www.royalparksfoundation.org](http://www.royalparksfoundation.org).

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## PRESS RELEASE (Cont...)

### Notes to the Editor:

#### **The Royal Parks Foundation - registered charity no. 1097545**

The Royal Parks Foundation was established in 2003 and has clearly stated objectives of repair, restoration, conservation and improvement of The Royal Parks, as well as promoting broader public access, for leisure & education, and encouraging the protection of wildlife. HRH The Prince of Wales is Patron of the Foundation.

For more information please visit [www.royalparksfoundation.org](http://www.royalparksfoundation.org) or contact Hannah Cottrill, tel: 020 7298 2136, email: [hcottrill@royalparksfoundation.org](mailto:hcottrill@royalparksfoundation.org).

The Royal Parks, covering 5,000 acres of London, are: Bushy Park, Green Park, Greenwich Park, Hyde Park, Kensington Gardens, Regent's Park (with Primrose Hill), Richmond Park and St James's Park.

#### **Harkness - Nursery**

Since 1879, Harkness have been breeding top quality roses, which today are known and grown world-wide. For more information visit [www.roses.co.uk](http://www.roses.co.uk), tel: 0845 331 3143 (UK calls charged at local rates) or email: [harkness@roses.co.uk](mailto:harkness@roses.co.uk).

#### **Carolyn Roper - Body Painter**

Carolyn is an award-winning make-up artist and body painter, who was judged 'Overall Winner' at the UK body-painting competition at Olympia in March 2004. She founded her company [getmadeup.com](http://getmadeup.com) in 2003, and her clients include the BBC, Ministry of Sound, Essex County Council and Cancer Research UK.

#### **The History of Roses**

In Victorian times, bashful suitors presented gifts of roses to reveal emotions considered too delicate to express aloud. Different colours, varieties and arrangements of roses conveyed different messages:

Apricot	- friendship
Red	- love, respect and courage
Orange	- naked desire
Deep pink	- thank you
Light pink	- admiration
Yellow	- jealousy (today, it conveys friendship and joy)
A thornless rose	- the ultimate in rose expression, love at first sight