
For Immediate Release

NEWS RELEASE

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Weeks Roses Introduces New Varieties for Spring 2016

For Spring 2016, Weeks Roses continues its tradition of introducing new rose varieties that bring exciting new color combinations to landscapes throughout the country.

“Weeks Roses has built a reputation and a strong international following for its unique rose introductions,” said Christian Bédard, Research Director for Weeks Roses. “The plants grown under the Weeks Roses name are both beautiful and tough in a wide range of growing conditions. All of our plant varieties are field tested for flower color and form, flower production, cold hardiness and disease resistance. We celebrate the rose as an enduring part of gardens everywhere.”

Weeks Roses breeds and grows a wide variety of rose bushes including Hybrid Teas, Grandifloras, Floribundas, Climbers, Rugosas & Foetidas, Shrubs, Groundcovers, Miniatures and Trees. All of the new introductions—and scores of popular favorites grown by Weeks Roses in California—are available at home center stores, independent garden centers and select mailorder and online vendors nationwide. For more information, visit www.WeeksRoses.com.

Watercolors Home Run®

(Home Run® Shrub Rose Series)

The newest member of the Home Run® Shrub Rose Series of landscape roses is Watercolors Home Run®, which offers a winning combination of watercolor-blended colors and excellent flower production. The flowers open fully to reveal yellow-gold centers that are blushed with pink on the outer edges of the petals. The flowers are 2 ½ to 3 inches in diameter, and they bloom in large clusters for months—from spring well into fall. The flowers have a delicate spicy fragrance with a hint of cinnamon. Home Run® rose varieties are known for their natural disease resistance and well-behaved rounded growing habit. Watercolors Home Run® is sure to be a grand slam in most garden settings. Hybridized by Tom Carruth. Cold hardy to USDA Zone 5. (Cold hardy to Zone 4 with moderate protection.)



Watercolors Home Run® – Shrub

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Schultz Communications for Weeks Roses

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Pretty Lady Rose™

(Downton Abbey® Garden Rose Collection)

In 2016, Pretty Lady Rose™ joins Anna's Promise® in the Downton Abbey® Garden Rose Collection. Inspired by the Lady Rose character on the popular Downton Abbey television drama, Pretty Lady Rose™ shares many attributes with the show's namesake such as elegance and strength. The deep-pink flowers on this Hybrid Tea bush are large (4 to 5 inches in diameter), with ruffled petals. The long-lasting blooms have a sweetly scented fragrance with hints of peonies and spices, similar to the perfume a noble woman from the Downton Abbey period might have worn. The plant is dressed with a gown of healthy, bright, medium-green glossy foliage. With her compact habit, this selection brings elegance to smaller spaces of the garden, and it also looks great when grown in pots. Hybridized by Christian Bédard, Research Director for Weeks Roses. Cold hardy to USDA Zone 6. (Cold hardy to Zone 5 with moderate protection.)



Pretty Lady Rose™ – Hybrid Tea

Sunshine Happy Trails™ and Rainbow Happy Trails™

(Happy Trails™ True Groundcover Roses)



Sunshine Happy Trails™



Rainbow Happy Trails™

Groundcover roses continue to grow in popularity, and this year Weeks Roses introduces two new prostrate-growing roses that are perfect for defining garden borders and filling garden expanses with vibrant color.

Sunshine Happy Trails™ produces a virtual carpet of medium-yellow to buttery-gold flowers that keep coming throughout the growing season. Each flower boasts 15-20 bright petals that hold their nice yellow color until the very end. Its sister plant, Rainbow Happy Trails™, shares the same trailing and spreading growth habit but has blossoms that are yellow-gold blushed with pink on the edges of the petals. The flowers hold their appealing color until the petals drop.

Both Sunshine Happy Trails™ and Rainbow Happy Trails™ are vigorous and floriferous plants that are neither rounded nor compact. They spread and trail low to the ground like a true groundcover rose should. The cheerful flowers are produced in abundance on medium-sized clusters even in the fall. Sunshine Happy Trails™ (a Christian Bédard hybrid) and Rainbow Happy Trails™ (a Tom Carruth hybrid) are the perfect happy ending to any garden design. Cold hardy to USDA Zone 5. (Cold hardy to Zone 4 with moderate protection.)

To find a garden retailer where Weeks Roses are sold near you, visit www.WeeksRoses.com and click on Find Our Roses.

Miss Congeniality™



Miss Congeniality™ – Grandiflora

Miss Congeniality™ may be the perfect picotee rose—white with vibrant pink edges. The flower form is high-centered and double, and the bloom performance is unsurpassed in the garden and the vase. Miss Congeniality™ boasts medium-large flowers up to 4 inches in diameter that appear in small clusters on the upright, vigorous bush. The flowers are lightly scented of pear and spices. The poise and grace of Miss Congeniality™ shows in her large, glossy dark-green foliage. Not only is she stunning in appearance, but this beauty can defend herself from diseases, too. Weeks Roses was so impressed by this Grandiflora beauty that she was chosen for the cover of the 2016 Weeks Roses catalog. Hybridized by Christian Bédard. Cold hardy to USDA Zone 6. (Cold hardy to Zone 5 with moderate protection.)

Cutie Pie™

Imagine the charm of a miniature rose with the shape and form of a Hybrid Tea rose. That's the appeal of Cutie Pie™, which produces flowers that can be enjoyed in the garden and displayed in small vases for indoor enjoyment. The exquisite, high-centered buds are yellow with a light overlay of pink that is delicately blended to create a delightful, long-lasting peachy color. To get even closer to perfection, the edge of each petal is kissed with a pleasing pink blush. Ideal for small spots in the landscape or as a focal point when grown in a pot on a patio or balcony, the perfectly balanced, rounded and compact plant produces an abundance of blooms on stems that are well adorned with proportional foliage.



Cutie Pie™ – Miniature

Cutie Pie™ is a wee beauty that makes a sweet companion plant to miniature lavender or cuphea for a burst of color and interest in small garden spaces. Hybridized by Tom Carruth. Cold hardy to USDA Zone 5. (Cold hardy to Zone 4 with moderate protection.)

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Note to Editors and Writers:

Need high-resolution photos for print stories or web-resolution images for online use?
Contact Dawn Miller, at dawn@weeksroses.com or 661-772-5109. Or contact Randy Schultz at schultz@schultzpr.com

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Smokin' Hot™

The new Smokin' Hot™ rose proves the old adage that there's no smoke without fire. You can clearly see the smoky purple overlay on the fiery orange petals of every Smokin' Hot™ flower.

Bring the fire indoors with an attractive bouquet of these novel flowers, which are produced as single specimens on long stems. The medium-large flowers (up to 4 inches in diameter), have a soft, spicy fragrance. The plant is a bouquet factory, and the flowers will look gorgeous on the table or on the fireplace mantel. A Smokin' Hot™ rose bush is disease resistant with a tall growth habit. The "combustion" of the fiery hot blossoms is cooled down by the glossy medium-green background foliage.

And just as smoke rises, so does this upright and very vigorous bush. Hybridized by Christian Bédard. Cold hardy to USDA Zone 6. (Cold hardy to Zone 5 with moderate protection.)



Smokin' Hot™ – Hybrid Tea

For more information about new and classic rose varieties from Weeks Roses, visit www.WeeksRoses.com. To learn where Weeks Roses are sold near you, visit www.WeeksRoses.com and click on Find Our Roses.

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Weeks Roses: A Tradition of Quality

Weeks Wholesale Rose Grower, Inc. was founded in 1938 by O. L. and Verona Weeks in Ontario, California. The highly respected company soon developed a reputation that reflected the founders' high standards and integrity. Over the years, Weeks Roses became synonymous with personal service and top quality roses throughout the U.S.

Today, Weeks Roses' state-of-the-art processing, refrigeration and distribution center is located at the company's growing grounds in Wasco, California, in the heart of the San Joaquin Valley. Weeks Roses has over 1,200 acres of production facilities where the rich loamy soil, plentiful clean well water and natural climate are particularly well-suited for commercial rose production. In these conditions, Weeks produces strong, healthy rose bushes that ship easily and adapt well to almost any climate in the United States.

Beginning in early December and ending about mid-February, Weeks Roses ships over four million bareroot roses throughout the United States. The roses are carefully graded, packed in boxes and then shipped in temperature-controlled trucks. These rose bushes are made available to nursery and garden center customers when conditions are right for planting in their local areas.

For more information, visit www.WeeksRoses.com.