



# NEWS RELEASE

## American Rose Society

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FOR IMMEDIATE RELEASE  
June 4, 2024

### JUNE IS NATIONAL ROSE MONTH

Shreveport, LA – June is National Rose month and what better way to spread the joy of roses than with the American Rose Society. Headquartered in Shreveport, Louisiana, the American Rose Society (ARS) is a national non-profit organization founded in 1892 dedicated exclusively to the culture, appreciation and preservation of the rose. Our members put on rose shows, educational seminars, maintain public gardens, support research of the newest and disease resistant varieties of roses, provide arrangements and flowers for hundreds of local events and do all they can to share the enjoyment of the rose.



Roses have a long and colorful history. They have been used to symbolize love, beauty, war and peace. They are the subject of art, music, literature and poetry. On Nov. 20, 1986, President Ronald Reagan signed a resolution making the rose the national floral emblem at a ceremony in the White House (<https://rose.org/the-national-floral-emblem>).



During the month of June, we are offering a special Membership Preview for free! Scan the code here and sign up to see some of the publications members of the ARS enjoy. You will then receive a special discount on a one-year membership to the American Rose Society.

**We have also scheduled two excellent webinars for you to enjoy, free of charge:**

- June 8, 11:00 AM-1:30 PM CDT, Roses for Beginners with Laura Dickinson. Register here: <https://register.gotowebinar.com/register/7879972676721397595>
- June 27, 1:00 PM-3:00 PM CDT, Blooming Brilliance, The Allure of Shrub Roses for Effortless Elegance with Natalie Carmolli of Spring Meadow Nursery. Register here: <https://register.gotowebinar.com/register/7918016878554215259>

The American Rose Society is celebrating many wonderful things this year:

1. Our Great Garden Restoration is complete! The five-year, two-million-dollar project has transformed the gardens. The circles tell the story of the history of the rose in America. We have added more roses, trees and other flowering plants throughout the property for our visitors to enjoy – that translates into about 6,000 rose plants and 5,000 other plants including ornamental trees. We invite you to come out and stroll our garden during open garden hours.

2. Our headquarters home, the American Rose Center, is 50 years old! We will have numerous events to celebrate, including:

- **July 4:** Red, White and Blooms: Celebrating America in America's Rose Garden. We will

– MORE –



1974 – Anniversary – 2024  
AMERICA'S ROSE GARDEN  
Home of the American Rose Society

be the newest venue for the KTBS Freedom Fest. Your family can enjoy the gardens and fireworks on the Fourth of July! 5:30-10 PM, food trucks, bounce houses, live music. \$10 per person, \$30 per family 4-Pack.

• **October 24:** 50th Anniversary Celebration. 6-8 PM, As we celebrate our 50th Anniversary we are inviting couples who were married or engaged at the American Rose Center to return for a bit of nostalgia! Be sure to follow our Facebook and Instagram for more details as they become available.

• **November 29-December 23:** 41st Annual Christmas in Roseland! Every Friday through Sunday Nov. 29 through Dec. 15 and then every night Dec. 16 through Dec. 23. We will be back with fireworks shows this year every Saturday in December – Dec 7, Dec. 14, Dec. 21 and our grand finale on Monday, Dec. 23. We will be returning with all the things you love to experience at CIR – Santa photos, rides on the Roseland Express, roasting marshmallows, a vendor market weekend and princesses visiting the gardens! You can find more information at: [www.ChristmasInRoseland.org](http://www.ChristmasInRoseland.org)



3. We have just announced the third round of winners in our International Rose Trials. Rose trials have been a long-held tradition especially in Europe. Today, there are 27 International Rose Trials locations in 16 countries around the world, including the U.S., where rose breeders offer their finest rose introductions to be grown in trial grounds for at least two years before winners are announced. You can read about the winners here: <https://www.dropbox.com/scl/fo/nbg5qk8lsc5f7r4rriiui/AKwSsLqHTU5VVEG1Y26ebdI?rlkey=h90xksj09wjnxv8und04omzvtv&e=1&st=92ilqnk0&dl=0>



4. True to its mission of rose preservation, the ARS is founding an initiative to re-introduce ramblers into American gardens. The "Save the Ramblers" Initiative will combine the assets of the ARS accreditation as the world's largest floral society, the extensive rambler collection with the efforts of participating own-root nurseries, heritage rose organizations, public gardens and historic garden and historic plant preservation societies to re-introduce ramblers to gardens. You can find out more about this preservation project here: [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rose.org/files/ugd/b152c0\\_121c844a1ed641139ca9037c6c8368a4.pdf](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rose.org/files/ugd/b152c0_121c844a1ed641139ca9037c6c8368a4.pdf)

The Rose is the National Floral Emblem and there are so many ways to enjoy roses:

1. Plant a rose bush! Need help? Go to [www.rose.org](http://www.rose.org) to learn more.
2. Share your roses at nursing homes, hospitals, banks and your local library. You'll brighten someone's day! Encourage your local library to have a rose book display.
3. Give roses to show your love or friendship. Roses are a favorite gift to receive.
4. Give a gift of a rosebush for a longer-lasting gift. There are so many different kinds of roses to choose from with an endless variety of colors, including stripes.
5. Visit a botanical garden or a rose garden. You might find inspiration to start your own rose garden.
6. Take photos of your roses and share with friends in cards, notes and letters. Share with the ARS on our many social media platforms and be sure to tag us, #roses, #nationalfloralemblem: [www.facebook.com/RoseSociety](http://www.facebook.com/RoseSociety), [www.instagram.com/AmericanRoseSociety](http://www.instagram.com/AmericanRoseSociety)

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**About the American Rose Society:** The American Rose Society is a non-profit, educational organization founded in 1892 to promote the culture, preservation and appreciation of the rose and to improve its standard of excellence for all people through education and research. Its headquarters is located in Shreveport, Louisiana, at the American Rose Center, home of "America's Rose Garden."

**About the American Rose Center:** The American Rose Center was established in 1974 and serves as the national headquarters site for the American Rose Society. "America's Rose Garden" is the largest public garden in the United States dedicated to roses.