

**August 2<sup>nd</sup> 2004**

## **ESTHER RANTZEN LAUNCHES NEW ROTARY HEART OF GOLD ROSE TO CELEBRATE ROTARY CENTENARY**

Esther Rantzen launched the Rotary Heart of Gold rose today and planted a rose tree in a new rose bed at Regent's Park, to mark Rotary's centenary in 2005. The new rose bed is planted with 115 rose trees provided by Rotary Club of St Marylebone, London. Esther said "I am delighted to be here today to launch the Heart of Gold Rose. I have a long association with Rotary and have always been impressed by the genuine fellowship you enjoy at club meetings, a fellowship which is becoming a rarity in communities. Rotary has never shied away from difficult issues and its support for the bullying campaign in recent years is a case in point. On the international front you have never failed to rise to the challenges presented, with projects such as polio eradication and providing clean water to communities around the world. The funds from the sale of the rose will help this work to continue."

The Heart of Gold rose was specially commissioned by the Rotary Club of Aberdeen St Machar to celebrate Rotary's centenary and generate funds for Rotary Foundation charity. Instigated by Rotarian David Cobban, Past President of The Rotary Club of Aberdeen St. Machar, this project is funded and project managed by District 1010, with 72 individual Clubs each contributing financially towards the commissioning of the special rose.

The naming of the rose was the subject of a competition open to all Rotarians within District 1010, and after much deliberation by a panel of four high ranking judges, the rose was named "Heart of Gold" in honour of the Centenary Year

The "Heart of Gold" rose has been bred by James Cocker & Sons in Aberdeen, who are one of the foremost rose breeders in the world and who are also proud to be Royal Warrant holders. They have produced a hybrid tea rose of outstanding beauty and colour, with a delicate perfume, which has excellent resistance to pests and disease. In Cockers' view the "Heart of Gold" centenary rose is one of the best plants that they have produced in a decade, and Rotary are therefore delighted to have acquired it for this very special purpose.

For every rose bush sold a donation of £1.50 will be made to the Rotary Foundation Charity, which carries out humanitarian projects across the globe. "Heart of Gold" roses cost £7.95 each including VAT and carriage and may be purchased from James Cocker & Sons via email [sales@roses.uk.com](mailto:sales@roses.uk.com) & website [www.roses.uk.com](http://www.roses.uk.com) or [www.rotaryrose.co.uk](http://www.rotaryrose.co.uk)

Individual Rotary Clubs are encouraged to plant "Heart of Gold" roses in prominent locations throughout their locality, highlighting the celebration of 100 years of service to the community. Sales of the 'Heart of Gold' roses has already raised over £10,000 to date, and David Cobban, the chairman of the project said "The Heart of Gold rose project is a means of not only marking the centennial of Rotary but is also an imaginative way of generating much needed funds for Rotary Foundation. We are delighted with the response so far, which has exceeded all expectations.'

An off-shoot of the Heart of Gold rose project has been the commissioning of a botanical portrait of the Heart of Gold rose and the sale of 250 limited edition prints, details of which can be obtained from the project website on [www.rotaryrose.co.uk](http://www.rotaryrose.co.uk)

Rotary International is a worldwide association of men and women who collectively aim to provide humanitarian service and resources to the community at local, national and international levels and who work for goodwill and peace in the world. Rotary Foundation's "PolioPlus" project, for example, has contributed substantially towards the eradication of Polio worldwide by the end of 2005.

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