

**“Beautiful Roses Made Easy” Series Marks
Inaugural Launch of
Publishing Program for America’s Leading
Rose Brand, Jackson & Perkins®**

Nashville, TN – The rose is a 35 million year-old phenomenon – firmly rooted in politics, art, literature, and the extravagant bouquet used by millions as evidence of their desirability. They can bloom in late November next to weeds and strangling peonies and have been known, as the myth insists, to buck even the most tender of care. They’re the stunning fixture of everything love and the very reason gardeners experience spring fever in October.

So with over 130 million roses sold in February alone who does America trust to grow their garden? The answer – Jackson & Perkins, the nation’s preeminent mail-order rose nursery and the gardener’s best friend since 1892. **And who does Jackson & Perkins trust to publish their first-ever rose guide? The answer – Cools Springs Press**, the nation’s leading publisher of regional gardening titles. In an unprecedented union, Cool Springs Press will publish the Jackson & Perkins *Beautiful Roses Made Easy* series. With the Cool Springs Press commitment to publish only the nation’s preferred gardening experts and the Jackson & Perkins model product, the series is poised to serve as the gardener’s one-stop rose guide.

Rejecting the myth that roses have to be fussy, tricky and difficult to grow, the series will help gardeners identify the roses that are easy to cultivate in their designated region while offering invaluable maintenance tips.

“We wanted to dispel the myth that roses are hard to grow,” says Keith Zary, Vice President of Research, Jackson & Perkins. “Using our expertise from more than 130 years in the rose business, we show with simple step-by-step instructions just how easy it is to grow and maintain healthy, gorgeous roses.”

Each title in the *Beautiful Roses Made Easy* (Cool Spring Press, 224 pages, \$19.99, March) series boasts of 339 color photos and more than 50 how-to illustrations. The six regions included in the series are as follows:

- **Great Plains Edition**
- **Midwest Edition**
- **Northwest Edition**
- **Southwest Edition**
- **Mid-Atlantic and New England Edition**
- **Southern Edition**

Written by gardening experts Teri Dunn, Melinda Myers, Russell Studebaker, Melinda Myers, Andre and Mark Viette, Bruce and Sharon Asakawa, Ciscoe Morris, and Walter Reeves, *Beautiful Roses Made Easy* is the must-have resource for successful rose gardening in the United States.

The *Beautiful Roses Made Easy Series* is now available through Cool Springs Press, a division of Tennessee-based Thomas Nelson Publishers.

Jackson & Perkins®
Beautiful Roses Made Easy Series

Product and Author Information

Release Date – January 2004
Price - \$19.99
Page Count – 224 pages

Great Plains Edition (1-5918-6075-X) – Teri Dunn & Russell Studebaker
Midwestern Edition (1-5918-6073-3) – Teri Dunn & Melinda Myers
Northeastern/Mid-Atlantic Edition (1-5918-6074-1) – Teri Dunn & Andre Viette
Southwestern Edition (1-5918-6071-7) – Teri Dunn & Bruce & Sharon Asakawa
Northwestern Edition (1-5918-6072-5) – Teri Dunn & Ciscoe Morris
Southern Edition (1-5918-6070-9) – Teri Dunn & Walter Reeves

Teri Dunn has written for *Horticulture Magazine* and catalogs like Jackson & Perkins, Burpee, and Dutch Gardens. She has authored fourteen gardening books including *Potting Places*, which was featured in *Country Homes & Gardens'* book club in 1999. Her work in the Jackson & Perkins Rose catalogs of 1996 and 1997 earned her two Catalog Ace Gold Awards. She has also been awarded a Quill & Trowell Honorable Mention from the Garden Writers of America and has been featured on the Discovery Channel's "Home Matters" show.

Russell Studebaker has spent 22 years as a garden columnist for *The Tulsa World* and 30 years as city horticulturist for the city of Tulsa, supervising garden areas, including the Italian Rose Garden. At the Gilcrease Museum he spearheaded the installation of several period gardens. He is also a frequent lecturer and garden tour guide.

Melinda Myers has more than twenty years of experience in horticulture in both hands-on and instructional settings. She is a Certified Arborist and Horticulture Instructor teaching students preparing to work in the field of landscape horticulture. Outside the classroom, Myers shares her expertise through a variety of media. She has hosted the "Plant Doctor Radio Show" on WTMJ (heard out of Milwaukee) since 1982. For her work and media presence Myers received the 1998 "Garden Communicators Award" from the American Nursery and Landscape Association and the 1998 "Quill and Trowel Award" from the Garden Writers Association of America.

Andre Viette is one of the most respected plantsmen in America. Viette is highly regarded as an educator, author, lecturer and gardening communicator. He and his son Mark can be heard each Saturday morning from 8:00-11:00 answering gardening questions on their live call-in show, "In The Garden." The show is on 60 radio stations in 8 states and Washington D.C.

Bruce Asakawa is a native Californian with over 50 years of horticultural experience. He is a landscape architect and a well-known gardening personality throughout the state. Sharon Asakawa began working in the family garden center

business after she and Bruce married. Together they host the "Garden Compass," a syndicated radio program (heard twice-weekly throughout California), and share their knowledge in cooking, traveling and gardening for *Garden Compass Magazine*. They co-authored *Bruce and Sharon Asakawa's California Gardener's Guide*.

Ciscoe Morris is one of the most popular gardening voices in the northwest, as the host of the weekly radio program "Gardening with Cisco." In addition, he regularly serves as the gardening expert for local Seattle TV news segments. Morris is a certified arborist, serves on the Plant Amnesty advisory board, and teaches at Seattle University and the Center for Urban Horticulture. He has written numerous articles for various publications and is a member of the Arboretum Editorial Board.

Walter Reeves has been coaching local gardeners and spreading his unique brand of advice throughout Atlanta and the Southeast for over 28 years. Reeves is the host of "The Lawn and Gardening Show with Walter Reeves," the most listened-to radio show in Atlanta, and a weekly gardening columnist for the *Atlanta Journal Constitution*. He has earned several awards, including the 2001 American Association of Landscape Architects Communicator Award, and has co-authored 7 best-selling Georgia gardening titles.