



Media Release

14 May 2008

## **West Australian rose breeder, growing support for Olivia Newton-John's Cancer Centre Appeal**

### **LIFE IS "ROSEY" FOR OLIVIA NEWTON-JOHN**

Olivia Newton-John has enjoyed countless honours from Grammy Awards, Emmy Awards, and Platinum-selling records, to sold-out concert tours in her impressive career. Now she has one more honour, something very close to her heart - her own rose! Exclusively-bred "Olivia Rose" bushes have been created in honour of the singer and cancer "thrifter" to help raise funds for her Cancer and Wellness Centre Appeal.

"I am delighted that a new rose variety has been named in my honour to help support my appeal," said Olivia Newton-John.

The "Olivia Newton-John Rose" bushes will sell nationally through Mitre 10, Bunnings and leading garden retailers from April, with a portion of the proceeds to benefit the Olivia Newton-John Cancer Centre Appeal. The centre will encompass a comprehensive cancer and wellness centre with global research for all types of cancer - in the mission to find vital new cancer treatments.

"I wanted to create a place I dreamed of when I was going through cancer," said Olivia. "A place that treats the whole person - body, mind and spirit."

The West Australian rose breeder who introduced the "Olivia Newton-John" rose to Australian Gardens, Peter Nosow from Lansdale Rose Gardens said he created the floribunda rose in Olivia's name because, like it's namesake, the blooms bear such elegant beauty and put on a spectacular show.

"There are not many people untouched by cancer," explains Mr. Nosow. "I was inspired by Olivia's quest to help those affected by cancer and wanted to help support such a wonderful initiative - the Olivia Newton-John Cancer Centre Appeal."

The cancer and wellness centre will focus global resources to become the first research-based cancer treatment centre for the 'whole person' - in Australasia.

An avid supporter and advocate for the environment, Newton-John is thrilled to know that these beautiful roses bearing her name will bloom in gardens around the country and, eventually on the grounds of her Cancer Centre for everyone to enjoy. Sometimes you just have to stop and smell the roses!

### **Background on the Olivia Newton-John Rose**

A Floribunda rose with delicate apricot buds. Petals transform to a musky pink at the margins. Offers up a delicate tea fragrance with a hint of spice. The bush is extremely healthy and disease resistant, growing to about 1.2 m in height and flowering repeatedly throughout the year.

**Available** in West Australia from mid April and **nationally from July - at Australia's leading garden retailers and all Mitre 10 and Bunnings stores.**

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