



# NEWS RELEASE

## American Rose Society

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### AMERICAN ROSE SOCIETY ANNOUNCES 'BEVERLY' AWARDED JAMES ALEXANDER GAMBLE FRAGRANCE AWARD

**SHREVEPORT, LA** – The American Rose Society announces the 'Beverly' was awarded the prestigious James Alexander Gamble Fragrance Award during a virtual Members' Meeting earlier this year. 'Beverly' is a pink blend hybrid tea with full petals (26-40). It was hybridized by Wilhelm Kordes III for the Kordes Rosen Company and introduced to the market in 2008. It presently has a 7.8 rating in the *ARS Handbook For Selecting Roses*, which makes it a solid to very good rose. The complete horticultural description from *Modern Roses* database: 'Beverly' (other names it goes by around the world: Sophie Davant, Perfume Passion, Pink Perfection), Hybrid Tea, Pink Blend; hybridized by Kordes; blooms 10, borne mostly solitary, regular repeat; strong fragrance, semi-glossy foliage surface, medium green foliage color; upright growth, tall height; Patent# PP 23,495; Parentage: ['The McCartney Rose' X seedling]; introduced by Kordes Rosen, 2008.



The James Alexander Gamble Fragrance Medal is awarded to outstanding new, very fragrant roses. The selection is made by the ARS Prizes and Awards Committee for the rose considered the most fragrant in municipal and private gardens throughout the United States over a five-year period. The rose must be registered and must be rated at least 7.5 in the *Handbook for Selecting Roses*. It is not mandatory that a rose be selected yearly for this medal. The "new" rose must have received its registration within 15 years prior to the award, but not less than five years. Awards are only to be made when an outstanding new fragrant variety is available. The medal is to be awarded to the hybridizer of the named rose at the Fall Annual Meeting of the American Rose Society. A list of previous winners follows:

Year	Variety	Year	Variety
1961	<b>Crimson Glory</b> Hybrid Tea, dark red, 30-35 petals, 1935	2007	<b>Fragrant Plum</b> Hybrid Tea, mauve, 20-25 petals, 1990
1962	<b>Tiffany</b> Hybrid Tea, pink blend, 28 petals, 1954	2008	<b>Sweet Chariot</b> Miniature, mauve, very double, 1985
1965	<b>Chrysler Imperial</b> Hybrid Tea, dark red, 45-50 petals, 1952	2010	<b>Louise Estes</b> Hybrid Tea, pink blend, full, 1991
1966	<b>Sutter's Gold</b> Hybrid Tea, orange blend, 33 petals, 1950	2011	<b>Elle</b> Hybrid Tea, pink blend, 50-55 petals, 2003
1968	<b>Granada</b> Hybrid Tea, red blend, 25-30 petals, 1963	2012	<b>Falling In Love</b> Hybrid Tea, pink blend, full, 2006
1970	<b>Fragrant Cloud</b> Hybrid Tea, orange red, 28-35 petals, 1967	2013	<b>Wild Blue Yonder</b> Grandiflora, mauve, 25-30 petals, 2004
1974	<b>Papa Meiland</b> Hybrid Tea, dark red, 35 petals, 1963	2014	<b>Scentimental</b> Floribunda, red blend, 25-30 petals, 1999
1979	<b>Sunsprite</b> Floribunda, deep yellow, 28 petals, 1977	2015	<b>Melody Parfumée</b> Grandiflora, mauve, 25-30 petals, 1998
1986	<b>Double Delight</b> Hybrid Tea, red blend, 35 petals, 1977	2017	<b>Firefighter</b> Hybrid Tea, dark red, 40-45 petals, 2004
1997	<b>Fragrant Hour</b> Hybrid Tea, orange pink, 35 petals, 1973	2018	<b>Neil Diamond</b> Hybrid Tea, pink blend, very full, 2013
2001	<b>Angel Face</b> Floribunda mauve, double, 1968	2019	<b>Pope John Paul II</b> Hybrid Tea, white, full, 2007
2002	<b>Secret</b> Hybrid Tea, pink blend, 30-40 petals, 1992	2020	<b>Olivia Rose Austin</b> Shrub, medium pink, double 2015
2003	<b>Mister Lincoln</b> Hybrid Tea, dark red, 35 petals, 1964	2021	<b>Sugar Moon</b> Hybrid Tea, white, full, 2010
2005	<b>Sheila's Perfume</b> Floribunda, yellow blend, 20 petals, 1982	2022	<b>Beverly</b> Hybrid Tea, pink blend, full, 2008

Photos of this year's winner and all previous winners can be found on [rose.org/media](http://rose.org/media).

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The American Rose Society is a non-profit, educational organization working to promote the beauty, culture and preservation of the rose. Their headquarters home, the American Rose Center -America's Rose Garden, features more than 7,000 rose bushes – this translates into more than 400 different types of roses in one place. The grounds also include various sculptures and water features, as well as a playground and picnic area. The American Rose Center, located at 8877 Jefferson Paige Road in Shreveport, LA, is open Monday through Saturday, 9 a.m. to 5 p.m. and Sunday, 1 p.m. to 5 p.m., April 1 through October 31.