

# *Always Together Rose*



The new Always Together Rose™ has undergone seven years of stability trials and two years of propagation by select Canadian growers. It is part of a national campaign led by CNLA, Communities in Bloom, and the Never Alone Cancer Foundation. Additional support is provided through the CNLA New Plant Development Committee and participating growers across Canada.

Since its introduction in 2015, more than 150,000 Never Alone Rose™ plants have been sold across Canada, raising \$210,000 in royalties. These royalties were split between the Never Alone Cancer Foundation and the CNLA Heritage Plant Development Fund, thereby supporting the inspirational cancer support provided by NACF and new ornamental plant breeding investments by CNLA.

## **With Always Together, royalties collected will also support Communities in Bloom.**

Always Together™ is a dwarf, highly disease-resistant, grown-in-Canada rose:

- Size: 60–90 cm
- Foliage: New growth slightly reddish, matures to deep green with sharply saw-toothed edges
- Bloom: Continuous and prolific - Emerging from classic red buds, Always Together blooms to display a bright and warm red center that pushes outward towards a pleasing red edge.
- Zone: Hardy to Zone 3
- Tips: Full sun, good soil fertility, and drainage
- Ideal for: Patio containers (1- and 2-gallon pots)

Plants will be available to retailers in the spring of 2026. The partners are developing a retail garden centre media package which will include photos and videos of the rose, testimonials, graphics and designs for signage and other promotional materials that will be freely available for any retailer selling Always Together. Additional promotions will be rolled out by the Always Together Marketing Committee over the next year, leading up to the Spring 2026 launch.

## **Growers**

The Always Together Rose™ is a sport of the very popular Never Alone Rose, which was released in 2015 and sold an astounding 48,000 units in its first year! It continues the legacy as a symbol that no one is alone in their battles with cancer. We are Always Together.

The Always Together Rose™ has been proven stable for the last seven years and has been propagated by a select group of growers across Canada for the past two years. It is relatively easy to propagate from cuttings, shows vigorous growth, and displays exceptionally well in pots. Currently, 5,200 Always Together rose plants are growing at these locations and initiated at the tissue culture lab.

Once a propagation/growing agreement is signed, any CNLA grower member can be licensed to produce the stunning, new Always Together Rose in a 1—or 2-gallon patio pot. Rose liners, 1—and 2-gallon stock plants, and tissue culture liners are available now.

**Interested growers:** Contact Jamie Aalbers at the CNLA office (647) 724-8630 (jamie@canadanursery.com) for a propagation / growing agreement and the contacts of the growers and the tissue culture lab that have Always Together Rose™ liners to sell.