

Press Release April 2012

Attention Building for 'Canberra Bells'

Only a very special plant would be fit to commemorate a milestone/significant occasion such as the Centenary of Canberra.

The much-anticipated release of the beautiful Correa 'Canberra Bells' means every Australian has the opportunity to share in the celebrations, with a little piece of the Centenary in their very own garden.

'Canberra Bells' is the official plant commemorating the 2013 Centenary of Canberra. This hardy and attractive native shrub is available for purchase now and is quickly becoming a firm favourite with Australians.

PMA is pleased to announce that a recent planting at Government House on Canberra Day (12 March 2012) by the Governor General and the ACT Chief Minister was very well received and served to highlight the plant's contribution to the nation's celebrations.

We are also delighted to report a strong interest in 'Canberra Bells' at the Melbourne International Flower and Garden Show'. The plant was showcased directly to the media at the new product event 'Revealed' and is already receiving great coverage in the print media.

'Canberra Bells' can already be found growing in excellent company, with plants set to thrive in the Australian National Botanic Gardens and the National Arboretum in addition to Government House.

The Premiers of Australian states and territories where the climate is suitable have now been invited to plant 'Canberra Bells' in their respective jurisdictions. We look forward to seeing more 'Canberra Bells' appear in Australian gardens over the coming months, in the lead-up to 2013.

For further plant care, information, stockists and advice, go to:
www.pma.com.au/view_plant.asp?plant_id=259



Governor General, Ms Quentin Bryce AC CVO, ACT Chief Minister Katy Gallagher MLA and daughters, planting 'Canberra Bells'



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