




Dolly's
ROSE

#doitfordolly #stopbullyingnow #bekind
pre order at dollysrose.com.au

Proudly Supporting
Dolly's
Dream



MEDIA RELEASE

Thursday 9 May 2019

Do it for Dolly with Dolly's Rose

- proudly supporting Dolly's Dream

Dolly's Rose has been released in support of the inaugural Do It For Dolly Day on Friday 10 May - where all Australian's will stand together against bullying.

Dolly's Dream was set up in memory of Amy 'Dolly' Everett, aged 14, who took her own life after an extended period of bullying and cyberbullying. Dolly left behind her parents Tick and Kate and her sister Meg, who are now focused on using the money that has been kindly donated by the community to help prevent other families from going through the same devastating experience.

Dolly's Rose is a fundraising collaboration between Knights Roses and Dolly's Dream. In remembrance of Amy "Dolly" Everett, a royalty is paid from every sale to Dolly's Dream which will support programs that focus on educating and creating behaviour changes in schools and the community to reduce bullying and cyber bullying of young people.

Daniel Knight, proprietor of Knight's Roses, describes Dolly's Rose as "a stunning fragrant shrub rose which features large cup shaped flowers produced in small clusters of 3-5 blooms on strong stems. It is an attractive deep purple colour in warm weather changing to a more intense burgundy on cooler days."

"Typical of a nostalgic rose, Dolly's Rose has a lovely strong fragrance showing an oriental character and repeat flowers extremely well. This is a very healthy, bushy rose with a well branched habit and abundant semi-glossy foliage with good disease resistance. Also suitable as a cut flower."

"Dolly's Rose is a beautiful tribute to Dolly, the girl with the sparkling eyes and cheeky smile, who picked flowers to share with those she thought needed them." said Dolly's Mum Kate Everett.

With one in four students bullied and one in five cyber bullied, Dolly Everett's father, Tick, says he hopes a community show of strength would drive home the anti-bullying message on Do It For Dolly Day.

"By coming together and getting behind the cause, people will encourage their mates to do the same and, before long, everyone will feel brave enough to speak out against bullying," he says.

Kate Everett says "remembering to always treat others with respect is a positive first step in lessening the impact of bullying."

Do It For Dolly Day is an initiative which hopes to extend the Dolly's Dream message within the community, to continue to raise awareness about the issue of bullying, provide support and deliver educational resources for parents whose kids may be bullied or bullying.

Join us on Do It For Dolly Day, to commemorate and celebrate Amy 'Dolly' Everett by ordering Dolly's Rose online at dollysrose.com.au for RRP \$26.00. Bare root roses will be dispatched late May. Potted roses will be available in Spring. Proudly supporting Dolly's Dream with \$5 donated from each Dolly's Rose purchased online.

Dolly's Rose Specifications

Type – Shrub Rose Shape – Cupped shaped 8-10cm Fragrance – Very fragrant
Height – 50-80cm Habit/Growth – Good winter hardiness
Diameter – 8-10 cm Colour – Crimson (Purple Burgundy)

#dollysrose #doitfordollyday #bekind

For further information on Dolly's Rose please visit knightroses.com.au

For further information on Dolly's Dream, please visit dollysdream.org.au

About Knight's Roses

Knight's Roses is a family-owned and operated company with a long and proud history dating back over 50 years. From humble beginnings, the South Australian company has flourished to become one of the largest rose suppliers in Australia. Knight's is located in Gawler, the gateway to the Barossa Valley.

Knight's Roses is proud to present a collection of stunning commemorative roses, with part proceeds from the sale of these roses being donated to the nominated charity of each special cause rose. These include the Winx Rose, Black Caviar Rose; Variety Rose, Firestar – supporting CFS Foundation; Daniel Morcombe Rose, Peter Brock Foundation Rose and the South Australian Country Women's Association (SACWA) Rose.

END RELEASE

Dolly's Rose - Media and PR contact:

Join the Dots Marketing
Tanya Fullarton
m: 0417 193 071
e: tanya@jointhedots.net.au

Dolly's Dream - Media and PR contact

Dolly's Dream
Alecia Pinner
m: 0409 857 558
e: alecia.pinner@amf.org.au