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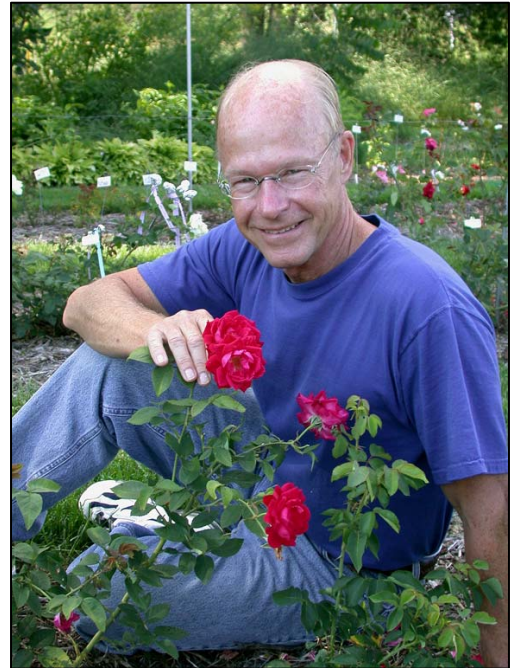
PRESS RELEASE

FOR RELEASE: April 30, 2011

DATE: April 14, 2011

The Garden Club of America's Jane Righter Rose Medal Presented to William J. Radler

Indianapolis, IN (April 30, 2011) – The Garden Club of America awarded its prestigious Jane Righter Rose Medal to William J. Radler of Milwaukee, Wisconsin at the Annual Meeting in Indianapolis, IN on April 30, 2011 for outstanding achievement in rose culture through the propagation of new roses.



William J. Radler's reputation for developing disease resistant hardy roses is recognized worldwide. The first rose he introduced was Knock Out® in 2005. Within five years it outsold all other roses combined and earned him the name "Mr. Knock Out."

Mr. Radler graduated in 1968 from the University of Wisconsin – Madison with a Bachelor of Science in Landscape Architecture. After graduation he worked for the Milwaukee County Park System and then as garden director for The Boerner Botanical Gardens from 1981 until his retirement in 1994.

Bill's love of roses began at the age of 9 when he planted his first rose. By the age of 17 he was an accomplished blue ribbon winner in Milwaukee rose shows. While working with mentors, he noticed that as they got older rose lovers could not keep up with the demands and hard work that maintaining roses required. He decided to do something about it. He began to hybridize roses with the hope of finding a maintenance free rose, one that anyone, at any time, at any

age could enjoy and grow with ease. After many years of trial and error the Knock Out® was born. To date there are some 20 varieties of Knock Out® to be enjoyed.

Knock Out® and Bill Radler have received many awards over the years. Knock Out® won the prestigious All-American Rose Selections Award in 2000 and the American Rose Society's first Members' Choice Award in 2004. As one of history's most noted rosarians, Bill was named the 2008 Great Rosarian of the World.

Bill's passion is developing new varieties of roses and cultivating his creations at his 2-acre garden in Greenfield, Wisconsin.

William J. Radler was nominated for this award by Kettle Moraine Garden Club, Nashotah, WI. – a member of The Garden Club of America. Additional information about William J. Radler receiving this medal can be found on the Garden Club of America website after April 30, 2011.

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The Garden Club of America

The Garden Club of America (GCA) is a national leader in the fields of horticulture, conservation and civic improvement. The purpose of the Garden Club of America is to stimulate the knowledge and love of gardening; to share the advantages of association by means of educational meetings, conferences, correspondence, and publications; and to restore, improve and protect the quality of the environment through educational programs and action in the fields of conservation and civic improvement.

Founded in 1913, GCA is a volunteer driven nonprofit organization comprised of 199 member clubs and more than 17,500 members throughout the country. GCA members passionately devote their energies and expertise to projects in their communities and across the nation.

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