



DEFINITIVE GUIDEBOOK TO VANCOUVER'S 40,000 CHERRY TREES LAUNCHING NOV 26TH 19 new varieties of cherry trees discovered in Metro Vancouver since 2011

VANCOUVER, BC (Nov. 20, 2013) – On Tuesday, November 26th, the Vancouver Cherry Blossom Festival will launch **Ornamental Cherries in Vancouver**, a definitive guidebook to Vancouver's 40,000 flowering cherry trees, which for nearly 100 years have attracted residents and visitors and helped make Vancouver one of the world's most beautiful and livable cities.

The guidebook, written by Douglas Justice, Associate Director & Curator of Collections UBC Botanical Garden, will provide detailed information, beautiful photos as well as specific locations, for Vancouver's 54 varieties (or cultivars) of blossoming trees, including nineteen new cultivars discovered since the previous guidebook was published in 2011. Justice provides the history, distinctive markings, photos and locations for each cultivar, including the recently discovered and sublime Ito-kukuri, whose history dates back to 1681 in Japan, the very fragrant Hosokawa-nioi and the exceptionally rare Choshu-hizakura, of which only a single tree is known to be growing in the Vancouver area.

The new edition of the guidebook includes newly discovered locations to find cherry cultivars across Vancouver, a Chinese index and a Japanese index, and information on how some of the rarest cultivars are being successfully micropropagated in the BCIT Biotechnology Program in collaboration with Vancouver Park Board and UBC Botanical Garden.

The timing of the publication coincides with the 125th anniversary of the Japanese Consulate General in Vancouver. The Vancouver Cherry Blossom Festival congratulates the Japanese Consulate and gives thanks to our sister city of Yokohama and Kobe for gifting 500 ornamental cherry trees to Vancouver in the 1930s.

Ornamental Cherries in Vancouver, will play an indispensable role throughout the year for the Cherry Blossom Festival's Cherry Scouts, who search for the blossoms and provide valuable feedback to the "What's Blooming Now" page on the festival's website and the UBC Botanical Garden online forum. While most cherry trees bloom between February to May, the first ones, 'Autumnalis', will actually begin blooming in late December. To find their location, along with 1,300 other addresses for cherry trees in Metro Vancouver, people are encouraged to pick up a copy of **Ornamental Cherries** or visit the on the Festival's website (www.vcbf.ca) and its Neighbourhood Maps page at <http://www.vcbf.ca/neighbourhood-maps>.

ORNAMENTAL CHERRIES IN VANCOUVER LAUNCH EVENT

DATE: Tuesday, November 26th
TIME: 10am
LOCATION: VanDusen Botanical Garden Visitor Centre's Great Hall
5251 Oak Street

Author Douglas Justice will be on hand to talk about the new and expanded limited edition handbook and share stories of some of the newest cherry finds. Following the book signing, Deputy Mayor Andrea Reimer will oversee a Cherry Tree Planting Dedication in the David C. Lam Cherry Grove in the garden.

Ornamental Cherries in Vancouver is made possible with the assistance of Durante Kreuk Ltd., the Vancouver Board of Parks and Recreation, and dozens of Cherry Scout volunteers here and in Japan. The indispensable field guide to our city's iconic flowering cherry trees is \$25, and is sold at the VanDusen Garden Shop, The Shop at UBC Botanical Garden, GardenWorks stores, and online (www.vcbf.ca) via PayPal.

About the Vancouver Cherry Blossom Festival:

Vancouver's signature springtime event, the ***Vancouver Cherry Blossom Festival*** is a month-long event, celebrating the cherry tree through unique cultural programming including the performing and visual arts, literary, film screenings, design installations, exhibitions, culinary and creative cultural arts. The ***Vancouver Cherry Blossom Festival*** is a charitable, not-for-profit society whose mandate is to sustain and renew Vancouver's cherry tree heritage while educating and engaging community in celebration of the fragile beauty of the cherry blossom.

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For photos and information please contact:

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