

For immediate release
July 1, 1975

THE WHITE HOUSE
WASHINGTON

Office of the Press Secretary to Mrs. Ford.

Mrs. Ford will receive the Golden Rose Award from the Florists' Transworld Delivery Association (FTDA) Wednesday, July 2, at 3:30 p. m. in the First Lady's Garden. The FTDA is presenting the award as a tribute to Mrs. Ford for her "leadership in the use of flowers in the White House."

The FTDA Golden Rose Award is a long-stemmed rose on an inscribed base. Mrs. Ford will also receive 50 long-stemmed Golden Wave roses, one to represent each state.

Presenting the award is Robert Paul Costin, president of the FTDA. Also participating are Richard Donald Flowers, vice president; Salvatore Vincent Guzzo, Washington director; Lyman Wright Keefe, Washington district representative; Frederick Granville Loffler Gude, past president; and Elaine Duvall Gude, Washington chairman.

Also in attendance will be White House Chief Floral Designer Elmer "Rusty" Young, a previous Golden Rose Award recipient; Assistant Chief Floral Designer James Nelson; Carl Beahm, floral designer; and Irvin Williams, head White House grounds keeper.

According to the FTDA, the Golden Rose Award is one of the "foremost awards of American horticulture." It has been presented from time to time to world leaders as well as to "lesser known persons of high achievement" and those who have "enriched the lives of others."

Previous award recipients include former Senators Margaret Chase Smith, Everett Dirksen and Spenssard Holland; Canadian Prime Minister Pierre Trudeau; Robert Dowling of Sterling Forest Gardens; and others.

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Press pickup 3:15 in press lobby.

