



## CATHERINE'S ROSE - NAME IN HONOUR OF HRH THE PRINCESS OF WALES - LAUNCHES IN B&Q TODAY

- Bred by Harkness Roses, the Rosa 'Catherine's Rose' is a floribunda rose with stunning pink hues and a strong, sweet scent - reminiscent of Turkish Delight and mango
- Unveiled by the RHS at this year's Chelsea Flower Show, £10 of every plant sold by B&Q includes a donation to The Royal Marsden Cancer Charity to help The Royal Marsden to establish a unique training programme for clinical teams across the country.
- B&Q is the main bricks and mortar stockist and the rose is available in stores across England, Wales and Scotland from today

**22<sup>nd</sup> September 2025:** B&Q can today announce 'Catherine's Rose', named after Her Royal Highness, The Princess of Wales, is officially on sale in its stores nationwide.

Unveiled earlier this year at Chelsea Flower Show by the Royal Horticultural Society (RHS), the Rosa 'Catherine's Rose' (Harzenith) is a pot grown Floribunda rose with an abundance of blooms in beautiful and varied shades of pink, from deep pink to coral and salmon.

Bred by Harkness Roses, it will flower between mid-June and late Autumn, growing to about 1.2m by 90cm wide and producing a strong, sweet scent - reminiscent of Turkish Delight and mango. With its generous clusters of flowers and rich varying palette of pinks, 'Catherine's Rose' is designed to bring vibrancy to every garden. Tempting for pollinators, the flowers will become a hive of activity for bees, birds, and butterflies - a stunning addition to any summer garden. It celebrates the incredible healing power of nature and raises awareness of the important role that spending time outdoors plays in bringing us joy and supporting our mental and physical wellbeing.

In B&Q stores, the limited-edition rose (£30) comes in a 5L square-round pot so customers can plant it straight away, ready to flower next year. £10 from the sale of each rose plant at B&Q will be donated to The Royal Marsden Cancer Charity to help The Royal Marsden establish a unique national training programme.

As a specialist cancer centre, The Royal Marsden sets the standard for personalised cancer treatment and care in the UK and beyond and is one of the world's leading cancer centres.

**Graham Bell, B&Q CEO, said:** "We're incredibly proud to be chosen as the main bricks and mortar stockist of Catherine's Rose in stores, supporting such important work from The Royal Marsden NHS Foundation Trust via The Royal Marsden Cancer Charity. We've all known someone who has had their life touched by cancer, which makes this partnership all the more special to everyone at B&Q. We look forward to enabling our customers to add this very important rose to their gardens and know the message around the importance of spending time outdoors for our emotional wellbeing will resonate with so many."



**Antonia Dalmahoy, Managing Director, The Royal Marsden Cancer Charity, said:** “We are thrilled B&Q will be the stocking the Catherine’s Rose, offering more people the opportunity to purchase this beautiful rose. We are so grateful that every rose sold at B&Q will help us support The Royal Marsden to create a training programme that will benefit cancer patients nationwide. This specialist prehabilitation and rehabilitation initiative will ensure that patients who need intensive support can live well with, and beyond, cancer.”

**ENDS**

**Notes to editors:**

For more information, images and sample requests, please contact [b-and-q@wearetheromans.com](mailto:b-and-q@wearetheromans.com)

**About B&Q:**

B&Q is the UK’s leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland, offering great prices, with over 2 million products available to order at [diy.com](https://diy.com) for home delivery or click and collect.

For trade professionals, B&Q TradePoint offers exclusive membership to those in trades such as electricians, plasterers, fitters, plumbers, roofers, decorators, joiners, tilers, builders, landscapers and facilities and maintenance professionals. TradePoint members have exclusive access to dedicated TradePoint counters at around 200 B&Q stores as well as to [Tradepoint.co.uk](https://tradepoint.co.uk).

B&Q launched the UK’s first home improvement marketplace in March 2022, adding additional choice for consumers. The marketplace offers a unique, integrated experience with in-store returns for many products and as well as Click + Collect options.

Their team of more than 20,000 colleagues of all ages are respected nationwide for providing great home improvement help to customers. They’re the beating heart of B&Q and their iconic orange aprons are worn with pride.

Every year, more than 20 million people improve their homes and make life better with B&Q, and every year the company achieves ever-higher standards for sustainable operations and sourcing, and supports our local communities, including funding B&Q Foundation grants and Shelter’s DIY Skills Advisors. For more information on our community initiatives visit [diy.com/corporate/community](https://diy.com/corporate/community) or to read our Build a Life Project annual report visit [diy.com/responsible-business](https://diy.com/responsible-business)

B&Q is part of Kingfisher plc, the international home improvement company, operating 2,000 stores in 8 countries across Europe.

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**About The Royal Marsden Cancer Charity**

At The Royal Marsden we deal with cancer every day, so we understand how valuable life is. And when people entrust their lives to us, they deserve the very best. That’s why the pursuit of excellence lies at the heart of everything we do and why The Royal Marsden Cancer Charity exists.

Thanks to our supporters we continue to be there for everyone who needs us, raising money solely to support the hospital. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

[The Royal Marsden Cancer Charity](#)

For a future beyond cancer.