

# Helena Beautification Board Plants Donation from Business Association

**HELENA, ALABAMA** – The Helena Business Association recently made a generous donation to the Helena Beautification Board for the creation of a bed of roses in Old Town. “People visit Helena for many reasons, but all are in awe of the roses that bloom here, they work to create a town we can all be proud of and the Helena Business Association is proud contribute to the city’s beautification efforts in this way, said Andy Healy, Immediate Past President of the Helena Business Association.

“Many municipalities do not correlate beautification efforts with economic development. Helena however, does. The board’s beautification efforts are all a part of an overall plan to enhance the quality of life for our residents and to provide “first visuals” for visitors who might be wanting to shop our merchants, establish a business or move their family here, said Brian Puckett, Helena City Councilman who also serves as the Board’s Vice Chairman. This planting of roses will create a visual impact to the Welcome Center area, and we value the ongoing partnership with the HBA, said Puckett.

The roses, planted in a bed near the Welcome Center Caboose, is an English variety named “The Lady of Shallot”, is a large double flowered rose with salmon-pink blooms and was named a American Garden Rose Selection winner for the southeast in 2017. This variety is known for its bloom power, disease resistance and its appealing apple and clove fragrance. “We are excited to have these shrubs in to be able to add to the ongoing revitalization of the entryway of Old Town. Everyone that passes by these

roses when in bloom will be in for a treat,” said Chris VanCleave, Chairman of the Helena Beautification Board.

The Helena Beautification Board is an appointed board of the Helena City Council. The board believes that people and places are profoundly connected and thriving communities are rooted in individual responsibility and action. They host a variety of opportunities for the community to come together and serve each year.

Events are posted on the Helena Facebook page and announced via Twitter at TweetHomeHelena.



L to R: Beautification Board Chairman, Chris VanCleave, Helena Business Association President, Amy Guida, Helena City Councilman and Board Vice Chairman Brian Puckett, Immediate Past President of the Helena Business Association, Andy Healy.

Photo Credit: John K Hodge, Helena Alabama