



Cultivation Street LAUNCHES Illumination Street

The end of the seventh year saw the cumulative prize total of Cultivation Street's competition reach over £150,000 which has been awarded to schools, community gardens and gardens for better health.

There are now over 300 garden centres nationwide with Cultivation Street Ambassadors, who are the point of contact to advise and liaise with local schools, gardens and community gardening projects.

Also over 15,000 Calliope geraniums were given free of charge to children's and community projects through the Garden Centre Ambassador Scheme, with thanks to the 2019 sponsor Calliope geraniums.

Founder and organiser of Cultivation Street, David Domoney, said: "The power and influence of garden centres should never be underestimated. They are the front line of our industry that engage with the general public to inspire people to garden. I am also so proud of the Cultivation Street Garden Centre Ambassadors for the truly heart lifting work that they do with local children, neighbours and gardens for better health."

Here is a roll call of 15 of the winning ambassadors of the year for 2019:

- 1st place:** Garry Bissett
Inver Garden Centre, Northern Ireland
- 2nd place:** Georgina Isherwood
Dobbies, Kings Lynn.
- 3rd place:** Dale Lainton/Graeme Heath
Simpsons, Inverness.
- Highly commended:**
- Emma Taylor/Janet Hawkings - Garden Store, Bromsgrove
 - Zoe Stanmore - Dobbies, Southport
 - Sophie Menjou - Haskins, Southampton
 - Angela Fletcher - Notcutts, Rivendell
 - Angela Murray - Dobbies, Liverpool
 - Diane Mackintosh/Toni Middleton - Haskins, Crawley
 - Louise Canfield - Aylett Nurseries, St Albans
 - Matthew Lewis - Old Railway, Brecon
 - Simon Haines - Sunshine, London
 - Niki Miller - Langlands, Shiptonthorpe
 - Jackie Barker - Notcutts, Solihull



AMBASSADOR OF THE YEAR: Gary Bissett

Having worked at Inver Garden Centre in Northern Ireland for 22 years, Gary has been putting his experience to good use, helping youngsters at eight local nursery schools. And he's won £1,000 from Cultivation Street for his dedication. He has been teaching kids how to sow seeds and grow to help the planet - and he also helps adults with learning difficulties and patients recovering from strokes. Gary said: "It's rewarding as children are the gardeners of the future. As a parent myself, I think outside the box where funding is limited, using available resources."

JUDGES' VERDICT: "Gary stood out for his dedication, enthusiasm and the time he spends helping youngsters to become greener."



Runner-up: Georgina Isherwood



The run-up to Christmas this year sees the launch of **Illumination Street**, a national campaign to brighten up the streets of Britain with Christmas cheer.

Created by Cultivation Street, Britain's most successful Community & School gardening campaign (now in its eighth year), Illumination Street will motivate the nation to brighten up their front gardens with the spirit of Christmas.

Organised by TV gardener David Domoney, it is sponsored by Safestyle and backed by the Sunday Mirror. The campaign is designed to enhance and celebrate the magic of Christmas with lights, plants and community spirit, which will coincide with National Illumination Street Awareness Week from 9th to the 15th of December 2019.

From the 3rd November 2019, Cultivation Street Ambassador Garden Centres will benefit from free national publicity as 'must visit' destinations for lighting ranges and advice, plus plenty of Christmas ranges to embellish the homes and streets of Britain. The publicity surrounding the campaign includes Illumination Street TV, National Newspaper coverage, TV news coverage, online blogs, advice and a full package of social media platforms to encourage the nation to engage.

David Domoney, the campaign's founder, said: "it's a perfect campaign to recognise and celebrate the great spirit we experience during the Christmas period. I remember as a child, the neighbourhood's homes leaving their curtains open to show the lights on the Christmas tree to passers-by and as kids it was magical to see. Today, with the advance in technology, outdoor Christmas lights make a spectacular display; lifting our hearts and giving warmth to the community and neighbours. We want to encourage and



inspire the nation to brighten up their front gardens and streets this Christmas. Garden centres are the best port of call for someone to get started and we will be encouraging the public to visit Cultivation Street Ambassador Centres for the best advice and home and garden Christmas displays."

Martin Troughton, from Safestyle UK, said: "We are proud to support Illumination Street and the many people who bring a little light to our lives at a wonderful time of year. We are in awe of the incredible displays people create, some of which raise money for charity and light up people's lives."

Cultivation Street Ambassadors now number over 300 and are affiliated with industry-leading garden centres like Notcutts, Bents, Webbs, Dobbies, Aylett, Hilliers, Klondyke, Old Railway.

Like Cultivation Street, the Illumination Street campaign will be holding a highly-anticipated national competition with a substantial prize pot up for grabs. There are no special requirements to enter, it's open to the public and everyone who wants to spread the joy this festive season.



CATEGORIES

Best Front Garden Large Outdoor Display
1st £1000, 2nd £500, 3rd £100

Best Front Garden Small Outdoor Display
1st £1000, 2nd £500, 3rd £100

Best Community Christmas Tree
1st £500, 2nd £250, 3rd £100

Best Children's Window Display
1st £200, 2nd £125, 3rd £75 and 10 runners-up £25

Best Front Door Display - New front door

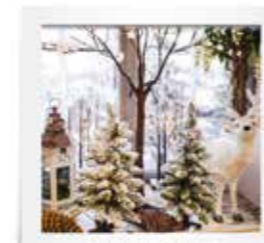
Online Best Children's Window Display
1st £100, 2nd £50

Online Best Front Door Display
1st £100, 2nd £50



GET IN CONTACT

► **Illumination Street is looking to grow its Ambassador network and any garden centres that would like to get involved can contact us on 01926 641 997 or email info@illuminationstreet.com**



Best Children's Window Display



Best Community Christmas Display



Best Front Door Christmas Display



Best Front Garden Large Outdoor Display



Best Front Garden Small Outdoor Display