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David Domoney's Illumination St gains coverage for British Garden Centres

23 December 2020, by Matthew Appleby

Illumination Street, sponsored by British Garden Centre Group, has broken records with unprecedented media coverage in newspapers, magazines, ITV News and BBC Radio.



The Illumination Street campaign received a total airtime generated as broadcast by 58 individual BBC and commercial radio stations to a total programme audience reach of 2.1 million listeners, with equivalent advertising value of almost £100,000.

Stations contacted covering all British Garden Centre locations also included, Lincolnshire, Yorkshire, Derby, Lancashire, Cleveland, Staffordshire, Manchester, Coventry, Cheshire, County Durham, Bedfordshire, Wolverhampton, Birmingham, Norfolk, Warwickshire, Worcestershire, Oxford, Colchester, Gloucester, Reading, Kent, Sussex and Wales.

Illumination Street List of Winners 2020

Large Outdoor Display

- 1st – Dan & Mark Warr-Extance – Yeovil
- 2nd – Sue and Graham Hawkes – Almondsbury
- 3rd – Natalie Price – Rotherham

Small Outdoor Display

- 1st – Jonathan Burge – Weston Super Mare
- 2nd – Kavitha Kirby – Leeds
- 3rd – Mike Baldwin - Portsmouth

Best Community Display

- 1st – Hailey Christmas Walking Trail – Andy Smith – Hailey Oxfordshire
- 2nd – Olde Hanwell Advent Window Project – Anna Elliot – London
- 3rd – Bromsberrow Way Christmas Lights – Davina Collett – Stoke-on-Trent
- 3rd – Helpston Village Advent – Laura Currie – Peterborough

Best Front Door Judges Choice

- 1st – Mandy Calderon – Thatcham
- 2nd – Julie Murray - Woodbridge
- 3rd – Emma Ross - Inverness

Best Children's Display Judges Choice

- 1st – Chetwon Common Playgroup – Helen Dow – Walkford

1st – William Law CE Primary School – Laura Currie – Peterborough
2nd – Chaucer Junior School – Kerry Weatley
3rd Alice Coad – Dean Coad – Spalding

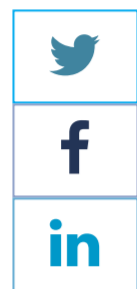
Best Front Door Public Vote

1st – William Jenkinson – Craigavon
2nd – Bron Waters – Crowborough
3rd – Donna Mitchell-Talbot – Wednesbury

Best Children's Display Judges Choice

1st – St Francis Primary School – Sharon Curra – Dundee
2nd – Chewton Common Playgroup
3rd – Alice Coad

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