

Illumination Street once again supported by British Garden Centres

Nina Mason • 25/10/2021



British Garden Centres group takes exclusive sponsorship of the national Christmas campaign, Illumination Street for a second year. The campaign motivates the nation to brighten up their front gardens with the spirit of Christmas. It is designed to enhance and celebrate the magic of Christmas with lights, plants and community spirit which will coincide with National Illumination Street Week from 6 to 12 December 2021.

Launched by Broadcaster David Domoney and backed by The Daily Express, Illumination Street enjoys hundreds of entries from all over the nation, in all shapes and sizes and some for charity. In total, Illumination Street entrants have raised more than £200k for various charities.

From 1 November 2021, Illumination Street will launch to the public to start entering their displays. The publicity surrounding the campaign has included Illumination Street TV, national newspaper coverage, TV news coverage, online blogs, advice, and a full package of social media platforms to encourage the nation outdoors and to engage with their community.

David Domoney, the campaign's founder, says: "Illumination Street is a campaign that encourages, recognises and rewards the incredible efforts that homeowners and communities go to lighting up their homes and streets for Christmas. The Illumination Street national campaign, now in its third year, gives free advice and support to the nation to brighten up their front gardens, streets, and homes to spread the festive cheer that is much needed after the tough year we have all had.

"So many of the Christmas displays aim to raise money for charities that are close to their communities' hearts, which adds even more magic to this time of the year, and we want to help promote and support their masterpieces by showing the nation their hard work. This is why there is also an Illumination Street Competition – to find the best of the best. A good way to get started is to go on a trip to your local garden centre, which are the best port of call for advice when creating a spectacular Christmas display in your home and garden, they will give you good free advice on many aspects of outdoor illumination."

Boyd Douglas-Davies, director of the British Garden Centre Group, says: "We are incredibly excited to support Illumination Street for the second year running. The campaign brings so much joy to our streets, with support from all over the country for creative displays that inject that festive feeling. The transformations are heart-warming and continue to lift our spirits after a tumultuous couple of years. Many raise money for good causes and I am really looking forward to seeing this year's displays."

The Illumination Street campaign will be holding a national competition with substantial prizes.