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British Garden Centres backs Domoney's Illumination Street campaign

22 October 2021,

British Garden Centres has taken exclusive sponsorship of the national Christmas campaign, Illumination Street for a second year.



Community Display 1st Place - Hailey Christmas Walking Trail

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 6-12 December 2021.

Launched by Broadcaster David Domoney and backed by The Daily Express, Illumination Street attracts hundreds of entries. Illumination Street entrants have raised over £200,000 for various charities.

Public launch is 1 November 2021.

David Domoney, the campaign's founder, said: "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 British Garden Centre Group, said: “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.”

Prizes total £5,000 worth of British Garden Centre Vouchers split across the following categories:

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

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

Best Community Display 1 st £500, 2 nd £200, 3 rd £100

Best Children’s Display 1 st £100, 2 nd £75, 3 rd £50 and 10 runners up £25 each

Best Front Door Wreath Display: 1 st £100, 2 nd £50, 3 rd £25

Online Best Children’s Display: 1 st £100, 2 nd £50 3 rd £25

Online Best Front Door Display: 1 st £100, 2 nd £50, 3 rd £25

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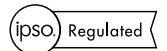
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