



06 November 2023

## **Christmas #AllWrappedUp as British Garden Centres launches its new festive advert**

**British Garden Centres, the UK's largest family-run garden retailer, has unveiled its new Christmas advert, "#AllWrappedUp" for 2023's festive season.**

The touching advert, which stars two local children from North Lincolnshire, has been rolled out in a multichannel campaign across email marketing, social media and YouTube.

The 106-second video follows an excited young boy and girl who unwrap Christmas in their front room, starting with the Christmas tree, followed by decorations and ornaments before being visited by Santa himself who offers them a golden ticket to British Garden Centres which offers everything, they could possibly need to make the big day as magical as possible.

Told in an enchanting rhyme, the advert positions a community's local British Garden Centre as the ultimate Christmas destination and the home of the festive season, "full of candles, calendars and accessories galore. Lamps and lanterns, teddy bears and more. Biscuits and sweets and many more festive treats. And Christmas gongs with beards down to their feet."

Shot and directed by British Garden Centres, Group Brand Manager, Ian Hutchinson, the short clip highlights how British Garden Centres stock an extensive array of festive items for every home big or small making it your one-stop Christmas destination.

**Amy Stubbs, Project and Development Manager at British Garden Centres** said, "British Garden Centres aims to deliver a memorable yet affordable shopping experience for all households and the ultimate in-store experience, so this video is perfect in illustrating both the excitement of Christmas and how each centre is the ultimate "one-stop shop for decorations, gifts and so much more."



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The heart-warming advert can be viewed on the British Garden Centres YouTube channel and can be viewed at <https://youtu.be/6czJ6-swO88?si=MKcGkBbw4sfwBJwj>

**ENDS:**

**WORD COUNT: 279**

**Notes to Editors:**

About the business:

British Garden Centres (BGC) is the UK's largest family-owned garden centre group with 62 centres around the country. The group is owned and led by The Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire. BGC was launched in 1987 with the opening of Woodthorpe Garden Centre by brothers Charles and Robert Stubbs. Since 2018 it has expanded rapidly with the acquisition of 50 garden centres allowing it to grow from its heartland to the business it is now with 62 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 2,700 colleagues working across the garden centres, restaurants, 2 growing nurseries, 4 distribution centres, Woodthorpe Leisure Park, and Woody's Restaurant & Bar.

**Social Media**

Facebook: British Garden Centres

Twitter: @BGCentres

Instagram: @BritishGardenCentres

Website: [www.britishgardencentres.com](http://www.britishgardencentres.com)

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