



03 October 2023

British Garden Centres bring season's greetings with VIP Christmas launch events across with country

It's beginning to look a lot like Christmas for British Garden Centres. With festive fun brewing in the air, stores are starting to get excited for the most magical time of the year by hosting a number of successful VIP events across the UK last month.

Over 1,000 people, including local press, social media figures and Family Card members have joined the British Garden Centres for the highly anticipated Christmas launch events, which have served as the perfect prelude to the festive season, given visitors a sneak peek into the Christmas department's stunning decorations and an array of seasonal delights.

Events were held across September at the Brigg, Thatcham, Bridgnorth, Braintree, Tarporley, Tring, Wolseley Bridge, Enfield and Arcadia stores which are part of the UK's largest family-owned garden centre group.

The annual events are a must in the British Garden Centres calendar and showcase the enchanting Christmas offerings available at each store and give customers a look at all the goodies they can get their hands on before anyone else. It's a chance for people to explore the festive wonderland that these garden centres have transformed into, meet festive characters and sample some tasty yuletide treats in the restaurant.

From statuesque Christmas trees bedecked in twinkling lights to whimsical displays featuring Santa's reindeer and singing yetis, there was no shortage of Instagram-worthy moments for the guests to document and spread the word that Christmas has truly arrived.

Amy Stubbs, Project and Development Manager at British Garden Centres said: "We were delighted with the impressive turnout from Family Card members, influencers and media to our launch events. At each store, the Christmas launch events are not just about shopping but about coming together as a community and spreading the festive cheer.

"Behind those magical Christmas decorations lies a creative process that requires a mix of artistry and flair. Each store merchandising team works tirelessly to curate displays that will transport visitors into a winter wonderland. From elegant and traditional to bold and contemporary, there is a Christmas theme to suit every taste."



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British Garden Centres Family Card also offers special discounts, promotions, and exclusive offerings, making your festive shopping spree even merrier. Visitors can sign up for a card in-store and get ready to check off everything on their Christmas shopping list.

The team are now looking forward to the next VIP event at Hatton Garden Centre at the beginning of November and launching its festive experiences in stores that include Grottos and Breakfast with Santa himself (selected centres, check the website for details).

ENDS:

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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 funded 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

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