



## **Dobbies builds partnership with Stroke Association**

The UK's leading garden centre retailer, Dobbies Garden Centres, has announced its support for the Stroke Association; a charity which provides specialist support and funds critical research for people affected by stroke.

With gardening providing a number of benefits to stroke survivors, having positive impacts on both physical and emotional recovery, Dobbies will be showing its ongoing support for the Stroke Association, with the partnership launching during National Allotments Week.

Running from 10 to 16 August, National Allotments Week is dedicated to growing food for health and well-being, celebrating the many benefits of growing, cooking and eating home grown produce. Dobbies has curated a series of expert 'How to' videos for the Stroke Association, focused on gardening projects for stroke survivors.

Example videos include 'how to pot a plant' to 'how to create an attractive hanging basket', with each project incorporating health and wellbeing benefits for stroke survivors. The videos will be available to view on the Stroke Association My Stroke Guide portal, which currently reaches 19,000 people across the UK.

Graeme Jenkins, CEO at Dobbies, said: "At Dobbies we're passionate about enriching the lives of our customers and believe in the positive physical and mental benefits of spending time in the garden. Not only does gardening help with mobility and rehabilitation, but there are benefits for mental wellbeing too, something that is so important for stroke survivors."

Juliet Bouverie, Chief Executive at the Stroke Association, said: "A stroke happens in the brain, the control centre for who we are and what we can do. The impact varies depending on which part of the brain is affected. It could be anything from wiping out your speech and physical abilities, to affecting your emotions and personality."

"Gardening has many benefits for people rebuilding their lives after a stroke and we're very grateful to partner with Dobbies to inspire and encourage stroke survivors to get gardening."

"From potting plants to digging up weeds, gardening activities can be adapted to all abilities and are a fun and rewarding way to keep active and build confidence."

Links to the Dobbies' expert 'How to' videos will be available to access from the Stroke Association website [stroke.org.uk](https://stroke.org.uk)

During National Allotments Week, Dobbies' Horticultural Director, Marcus Eyles, will be hosting a Facebook Live Q&A. Taking place on Saturday 15 August at 11am, Marcus will share his top tips for allotment gardening, along with the benefits for stroke survivors.

For more information visit [dobbies.com](https://dobbies.com)

**-ends-**

## About Dobbies

- It all started in 1865 with James Dobbie who created a business selling seeds. He named it Dobbie & Co. The company went on to build up a customer base and started opening garden centres that fast became a go-to destination.
- A new turning point in the business came in 2019 with the acquisition of 37 centres – more than doubling its national footprint and strengthening its position as the UK's leading garden centre retailer. There are now 68 centres nationwide.
- Dobbies' garden centres are much more than a shopping destination; they exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies offer carefully considered ranges in-store and online, high quality services, great restaurants and cafes as well as engaging experiences.
- For more details visit [www.dobbies.com](http://www.dobbies.com) or contact [pressoffice@dobbies.com](mailto:pressoffice@dobbies.com)
- For gardening tips and advice, tune in to the Dobbies' gardening podcast series: <https://www.dobbies.com/content/podcast.html>

## About the Stroke Association

- Stroke strikes every five minutes in the UK and it changes lives in an instant.
- The Stroke Association is a charity working across the UK to support people to rebuild their lives after stroke. We believe that everyone deserves to live the best life they can after stroke. From local support services and groups, to online information and support, anyone affected by stroke can visit [stroke.org.uk](http://stroke.org.uk) or call our dedicated Stroke Helpline on 0303 3033 100 to find out about support available locally.
- Our specialist support, research and campaigning are only possible with the courage and determination of the stroke community and the generosity of our supporters. With more donations and support, we can help rebuild even more lives.
- You can follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#)