



## **Dobbies teams up with Teenage Cancer Trust to thank local heroes this Christmas**

Dobbies, the UK's leading garden centre retailer, has teamed up with Teenage Cancer Trust to give local heroes across the UK a Christmas to remember.

Dobbies and its National Charity Partner are looking to say a special thank you to 'not your average people' who have gone above and beyond for their local community this year. Whether it is someone who has collected an essential shop for a neighbour, a teacher who has delivered additional support or a family friend who has taken on the role as the honorary Zoom quiz master, Dobbies want to hear from you. Nominations can be made via the Dobbies website, with a host of gifts to be shared.

The campaign comes as Dobbies launches its Christmas campaign, *The Joy of Dobbies*, which aims to bring to life the magical experience of a trip to Dobbies during the festive period and the retailer's new positioning, *Not Your Average Garden Centre*.

In addition, recent research<sup>1</sup> commissioned by Dobbies and undertaken by Censuswide asked people across the UK what made them feel most joy at Christmas, with the most popular answer being 'giving gifts' from 36% of the respondents.

Graeme Jenkins, CEO at Dobbies, said: "With everything from gifts and decorations to trees and festive food, we're not your average garden centre when it comes to Christmas. It's a magical time of the year at Dobbies and, together with Teenage Cancer Trust, we want to celebrate the people who have been spreading joy all year long by giving them gifts they'll love."

Dobbies will be giving away a host of gifts with everything from in-store Christmas experiences, festive decorations, gardening items and more. There will be up to 50 gifts each worth £100, thanking those who really deserve a Christmas treat.

Laura Pearce, Head of Partnership Management at Teenage Cancer Trust, said: "It's been a turbulent and isolating year for all of us, so we're delighted to come together with Dobbies to celebrate some of the local heroes who've helped make 2020 a little brighter.

"This Christmas will be especially difficult for young people with cancer. Dobbies ongoing support for Teenage Cancer Trust is helping us make sure that young people don't face cancer alone, this Christmas or in the future."

To make a nomination, visit the Dobbies website and complete a simple form. All nominations will be reviewed by Dobbies and Teenage Cancer Trust, with gifts awarded to people from across the UK.

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<sup>1</sup> Survey of 2,007 nationally representative UK respondents (aged 16+) undertaken in October 2020 by Censuswide.

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

For the Dobbies Christmas Look Book: <https://www.dobbies.com/content/about-dobbies/media-centre.html>

Free-for-use Christmas images: <https://www.pressloft.com/app/press-office/dobbies/collections>

For Christmas podcasts: <https://www.dobbies.com/content/podcast.html>

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### **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](https://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 Teenage Cancer Trust**

- Every day, seven young people in the UK aged 13 to 24 hear the words "you have cancer".
- Teenage Cancer Trust puts young people in the best possible place, physically, mentally and emotionally, for their cancer treatment and beyond.
- We do it through our expert nurses, support teams, and hospital units. And we're the only UK charity dedicated to providing this specialised nursing care and support.
- Teenage Cancer Trust is a registered charity: 1062559 (England & Wales), SC039757 (Scotland) [www.teenagecancertrust.org](https://www.teenagecancertrust.org)