

Dobbies reveals new Little Seedlings Club Ambassadors

Four children who regularly attend Dobbies Garden Centres across the UK have been selected to become the faces of its free monthly Little Seedlings workshops.

As ambassadors, they will get involved in a variety of in-person and online activities including writing short blogs for Dobbies' website and starring in campaign photoshoots.

Little Seedlings Club, designed for children aged 4-10 years old, is Dobbies' children's gardening programme that offers fun and educational monthly sessions for kids all over the country.

These sessions involve hands-on activities where children can come together and learn about different topics, such as how to care for and grow plants, wildlife and the environment, in a friendly group setting.

The new Little Seedlings Club ambassadors are:

Ella, 5, whose local store in Antrim in Northern Ireland
Thomas, 4, whose local store is Chesterfield, Derbyshire
Nina, 7, whose local store in Ashford in Kent
Fergus, 5, whose local store is Edinburgh

Ella is excited to have been selected as a Little Seedlings Ambassador. She said: "I am so happy that I was picked to be the Little Seedlings Ambassador for Dobbies Antrim. I can't wait to share my love of gardening with everyone and show them how fun and rewarding it is!"

Gabby Pateman, Dobbies' Little Seedlings Club coordinator at the Antrim store, is excited to have Ella involved in this year's activities. She said: "Our Little Seedlings Club is a huge part of the community here at our Antrim store, welcoming children of all ages along to get stuck into some horti fun and learn something new.

"Ella's entry impressed us, especially the fact that she loves planting potatoes in the garden with her Grandad. Ella will make a wonderful addition to our programme of workshops each month and we can't wait to follow her gardening journey."

Fergus' mum, Sandra Bisset, is delighted that her son has been selected as one of the newest Little Seedlings Ambassadors. She said: "Fergus loves plants, insects and anything you can find in the garden. He loves watching a seed grow to plant and takes great responsibility in helping it flourish and bloom. Fergus thoroughly enjoys growing his own produce and eating it, with favourites including strawberries, apples and peas. He also is happy to help

with weeding, and often gets stuck into all gardening tasks with a positive attitude.”

Nina is thrilled to become a Little Seedlings Ambassador, she said: “I’ve been gardening since I was two and spent a lot of time with mum in the family allotment. I’ve been growing runner beans and sunflowers and love watching them get bigger and bigger.”

Sarah Longstaff, Dobbies’ Little Seedlings Club coordinator at the Ashford store, is excited to have Nina involved in this year’s activities. She said: “Our Little Seedlings Club is a huge part of the community here at our Ashford store, welcoming children of all ages along to get stuck into some horti fun and learn something new.

“Nina has been regularly attending the workshops and a couple months ago received her Gold Award. She’s always impressing us and has taken her passion further by being part of the Gardening Club at her school. She’ll make a wonderful addition to our programme of workshops each month and we can’t wait to follow her gardening journey.”

Thomas’s mum, Amy Jackson, is delighted that her son has been selected as a Little Seedlings Ambassador. She said: “Thomas loves his local Little Seedlings Club, where he gets to learn about the plants, wildlife and environment. Those involved in running the club are just fantastic and they’ve helped nurture his passion for gardening. Thomas has been planting strawberries and sunflowers at home, it’s great to see his excitement as they grow.”

For more information about the workshops or to find out more about this year’s ambassadors, visit www.dobbies.com/little-seedlings

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Issued on behalf of Dobbies Garden Centres by Frame.

Notes to editor

About Dobbies

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh.

It is the UK’s leading garden centre retailer, with 3,800 colleagues and 77 stores, including six little dobbies.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Many stores also feature a restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.