



Dobbies marks Bring your Christmas Tree Home Day

- **Retailer encourages people to recycle their Christmas trees to support wildlife**

Dobbies is encouraging people to think sustainably this Christmas, as they mark 'Bring your Christmas Tree Home Day' (4 December 2021).

Dobbies' annual 'Bring your Christmas Tree Home Day' takes place on the first Saturday of December and marks the day most shoppers visit their local garden centre to pick up their real cut or pot grown Christmas trees.

This year, the UK's leading garden centre retailer has launched a new range of real Christmas trees for every space, making it easier to find the perfect tree no matter your style or budget. From small trees like the pot grown Picea 'Conica', ideal for compact spaces; to the slim grade Nordmann Fir, perfect for tight spots; to the impressive Premium grade Nordmann Fir for large rooms, there is something for every home, so you can do Christmas your way.

This 'Bring your Christmas Tree Home Day', Dobbies is encouraging shoppers buying real trees to think ahead about how they can reuse their Christmas centrepiece once the festivities are over. The garden centre has announced its top tips on how people can repurpose their cut Christmas trees to create a wildlife haven for small animals and insects to shelter in during the winter months and reduce waste in the new year. This is part of the #SustainableDobbies campaign, in which the retailer raises awareness of sustainable products and practices for customers and supporters.

Dobbies' Horticultural Director, Marcus Eyles said: "Choosing a real tree is one of the most-loved Christmas traditions, and on this year's 'Bring Your Christmas Tree Home Day', we want to encourage people to be mindful of how they can recycle their cut real trees once the festivities are over.

"Cut real Christmas trees can be a great tool when it comes to creating a safe place for wildlife to shelter during the winter months, so we're delighted to show people how they can make use of their trees once the Christmas decorations have come down."

Fay Vass, Chief Executive of British Hedgehog Preservation Society said: "We're delighted that Dobbies are shining a light on ways in which people can create a safe space for hedgehogs and other wildlife in their gardens. Hedgehog numbers are in decline, and they have recently been added to the UK Red List as a species that is vulnerable to extinction. We all need to play our part in improving their habitat and we hope people will take advantage of these tips to help create a safe place for wildlife in their gardens."

Marcus has outlined a step-by-step guide on how people can reuse their real cut Christmas trees to make a wildlife haven in their gardens in the new year:

1. Remove the tree from your house carefully to stop any loose needles from dropping. Marcus recommends wearing thick gloves to protect your hands.
2. Using a good quality pair of secateurs, starting from the top remove each branch as

close as possible to the main stem.

3. Stack the branches together four or five pieces high and place onto soil or leaves under large shrubs, trees or hedges.
4. Repeat this process until all the branches are used. This will provide a great shelter for small animals and insects to protect them from the worst of the winter weather. Marcus points out that the needles and branches will breakdown over time to produce organic matter than will enrich the soil.
5. For the main trunk of the tree use a pruning saw to cut into 30cm lengths, which can then be stacked to make a mini log pile which is a great habitat for wildlife to shelter in.

Dobbies is encouraging the children who attend its Little Seedlings Club to take the lead in creating wildlife shelters.

Ethan Firth, Dobbies Little Seedling Ambassador, adds: "Christmas is a time to create fond memories and what better way than to keep a memory of Christmas whilst considering the environment and being sustainable all at the same time! I plan to re-pot our family pot grown Christmas tree and reuse for next Christmas, and the cut Christmas tree in my bedroom I'm going to recycle and make a hedgehog shelter."

To find out more about Dobbies, visit dobbies.com

To find out more about the British Hedgehog Preservation Society, visit britishhedgehogs.org.uk

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About Dobbies

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 74 stores.
- A turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling the company's footprint.
- Dobbies operates 70 mainline garden centres and four small format, little dobbies, stores.
- Dobbies aspires to be 'not your average garden centre'; we exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies is proud to be a supporter of #terracarta, launched by HRH The Prince of Wales' Sustainable Markets Initiative.