



Dobbies donates 300 real Christmas trees to charitable causes

Dobbies Garden Centres is looking to spread the spirit of Christmas with its festive Not Your Average Community campaign, in partnership with Needlefresh.

The UK's leading garden centre is inviting charitable groups across the country to get in touch and help the Dobbies team donate 300 Nordmann Fir Christmas trees, just in time for the seasonal build-up.

A Christmas tree is the classic centrepiece, not just in the home, but in schools, community centres, churches and other charity centres, and Dobbies is looking to spread some yuletide cheer with donations across the UK. Nominations are invited, with 74 stores participating.

Dobbies is committed to sustainability and all the real Christmas trees sold are grown from specially selected seeds, taken from hand-picked cones which have been left to dry and nurtured into seedlings. The growing team use specialist pruning techniques to create a bushy and uniform shape by hand, reducing any impact on the surrounding environment and protecting the animals and plants in and around the tree base.

Dobbies' Horticultural Director, Marcus Eyles, said; "We're proud to be in a position where we can support local communities, so thank you to Needlefresh for supporting us with this campaign. We would encourage schools, community groups and charities across the UK to get in touch with a nomination to receive a Christmas tree donation.

"The Nordmann Fir is the most popular Christmas tree in the UK because it loses very few needles, meaning your tree will remain green and full, with the right care. It's the perfect tree for our Not Your Average Community campaign."

Needlefresh Managing Director, George Hood, added; "We take great pride in growing our sustainable trees and are excited to partner up with Dobbies on this brilliant community initiative. We look forward to seeing community groups across the UK decorating and enjoying their sustainable grown, real Christmas tree."

There will be 180 – 21cm, Nordmann Fir Christmas Trees, available from 74 stores across the UK.

Nominations can be submitted via dobbies.com by filling out a simple form. Deadline for submissions is Monday 24 October. All entries will be reviewed by the Dobbies' team and the winning community groups will be contacted in early November and invited along to their nearest store to hand select their tree. Those who apply to a little dobbies store will have their tree delivered.

For more information or to submit an entry, visit: www.dobbies.com/not-your-average-community.

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About Dobbies

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 74 stores.
- Dobbies operates 69 mainline garden centres and five little dobbies.
- 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.