



Dobbies announces winners of national charity campaign

Dobbies Garden Centres is currently donating 300 Christmas trees to charities, schools and community groups across the UK, as part of its Not Your Average Community campaign.

Groups across the UK were invited to nominate themselves to receive a real Christmas tree donation, as the garden centre aimed to bring some festive cheer to important community groups. The campaign was delivered in partnership with Needlefresh, who grow Dobbies' sustainable Christmas trees.

Examples from across the UK include Kiwi House Care Home in Derby; My WiSH Charity in Bury St Edmonds; Ukraine Welcome in Moreton Park; Calmer Therapy in Morpeth; New Rannoch Day Centre in Perth; Swansea Community Fridge; Brighton Woman's Refuge; King's Lynne Night Shelter; Reahghy Rural Community Group in Lisburn.

The winners are now invited along to collect their very own Nordmann Fir tree, Dobbies' most popular tree due to its needle retention and shape, to help brighten their schools, community centres, churches and charity centres.

Dobbies' Horticultural Director, Marcus Eyles, said; "We were really moved by all the nominations and can't thank our communities enough for putting forward their suggestions. It's great to see the positive work that many of these local causes are carrying out.

"It's our pleasure to do what we can to bring some festive cheer to local communities this year. We wouldn't have been able to get this campaign off the ground without the generous support from Needlefresh and we extend our thanks to their team."

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 at Needlefresh 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 has also recorded a podcast all about real Christmas trees, and their sustainable growing process, with Needlefresh, which is available to listen to now at dobbies.com/podcasts

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About Dobbies

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 75 stores
- Dobbies operates 70 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 Former Prince of Wales' Sustainable Markets Initiative

