



## **Dobbies celebrates National Children's Gardening Week with refreshed Little Seedlings and Ambassador launch**

Dobbies, the UK's leading garden centre retailer, has announced the online relaunch of its much-loved Little Seedlings Club, to support and celebrate National Children's Gardening Week (29 May – 6 June).

Packed with activities, tutorials and educational content, the Little Seedlings Club is aimed at children aged 4 to 10 years old, and in its refreshed and enhanced online format, will provide plenty of fun gardening and crafting projects.

Dobbies Little Seedlings Club previously ran in stores across the UK, but workshops haven't been able to take place in person since March 2020. The relaunched online format provides a fantastic way for budding young gardeners to learn all about plants, wildlife, the environment and sustainability, while supplying them with an abundance of fun facts and top tips to impress their friends.

Marcus Eyles, Horticultural Director of Dobbies, said: "Our Little Seedlings Club has always been hugely popular across our stores, and so we are very pleased to be able to relaunch the club in a virtual format, marking National Children's Gardening Week.

"At Dobbies, we are passionate about helping communities to enjoy spending time outdoors and get growing, and who could be better than the next generation of gardeners? We hope that the relaunched Little Seedlings Club will educate, inform and inspire a whole new host of young gardeners."

Available for free on the Dobbies website, Little Seedlings will offer a mix of topical online content, including factsheets, educational guides, activity sheets and suggestions for ways to put green fingers to work, with topics spanning everything from creating bug hotels and DIY seed bombs, to learning about composting, plant lifecycles and the anatomy of flowers, plus an array of weird and wonderful facts.

The new-look Little Seedlings Club will also offer free virtual events, coinciding with Dobbies' current series of online Expert Events. On Saturday 5 June at 10:30, Dobbies will host 'Get Gardening with Your Little Seedlings' – a free, virtual event open to everybody, designed to encourage parents and grandparents to enjoy time in the garden with their little ones. Dobbies' Horticultural Director, Marcus Eyles, and Plant Buyer, Nigel Lawton, will provide a pumpkin-planting demonstration, to encourage children to start their own fruit or vegetable patch at home. Alongside this, there'll be interactive challenges and fun facts, to get children out in the garden and help them to understand more about the natural world around them.

As well as this, Dobbies will be launching a campaign to find Ambassadors for Little Seedlings, open to children across the UK. The campaign will find the faces of the Little Seedlings Club, who will then have the opportunity to provide their own blogs about gardening for Dobbies customers to enjoy, as well as appearing in Dobbies' social media campaigns with photos of their gardening progress. Children can apply to become a Little Seedlings Ambassador at <https://www.dobbies.com/little-seedlings-ambassadors>

For more information about Little Seedlings, and to sign up to the free virtual event on 5 June, visit: <https://www.dobbies.com/little-seedlings>

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#### **About Dobbies**

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 73 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 69 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.