



CULTIVATION STREET ANNOUNCES NEW SPONSORSHIP FOR 2018

Cultivation Street, the UK's community and school gardening campaign pioneered by TV gardener David Domoney, announces Syngenta and their Calliope brand as the new sponsor to take the campaign into 2018.

Jodie Sara Vale, Marketing Communications Manager for Syngenta Flowers, said, "We are really excited to be the new sponsor for Cultivation Street with our 'Colour Your Life' Calliope® geraniums. It's an absolutely fantastic way to support the super stars in the community who put in so much hard work, dedication, and kindness to enrich green spaces and the lives of those people around them. We are proud to be part of the programme and can't wait to see the entries for the 2018 competition section of the campaign!"

The Horticultural Trades Association (HTA) have sponsored Cultivation Street for the last 5 years, and immediate-past president Adam Wigglesworth from Aylett Nurseries said, "We are delighted to see the campaign continue to grow into its 6th year - what an achievement. Now with another horticultural heavyweight firmly behind it, it will keep growing. Community and school gardening is so important, and this is a campaign the industry can feel proud of."

David Domoney, campaign founder, says, "Cultivation Street is now in its 6th year and has built up a significant momentum and ambition. It's truly humbling to have had so much interest in supporting the campaign after 5 years of HTA sponsorship came to its end. The HTA have been great partners and will always be a part of our heritage. Keeping it horticultural was key, so we awarded sponsorship to Syngenta. They are bursting with energy to promote the activity of gardening up and down the streets of Britain, and they truly believe that every child should be able to experience growing plants."

Cultivation Street now boasts its own online video channel - Cultivation Street TV, a help-line for new gardeners, an ambassador scheme, a whole host of growing and fundraising guides, a huge national competition, a monthly newsletter, an ever-growing community of

communities on social media, as well as coverage on television and in national newspapers and magazines.

New for 2018 will be the mentor scheme, where new communities, schools and neighbourhood street gardeners will be paired with experts who have achieved great successes with their own projects, and will offer help and advice to others who are getting started.

~ENDS~

Notes to Editor

About Cultivation Street

Cultivation Street was founded by TV Gardener David Domoney to promote community gardening and it is now in its fourth year. It aims to support community and school gardening projects and inspire more people to take part. The campaign has gained national press coverage and support across the industry.

It has now grown to include thousands of participants all across the UK, including school gardens, community gardens and neighbourhood projects. Leading garden centres have pledged their support to the campaign and teamed up with their local communities to embolden their gardening activities.

The campaign includes a gardening competition to find the UK's best community, neighbourhood and school gardening projects. The competition has always been judged by an esteemed panel of industry experts, including representatives from The Prince's Foundation for Building Community, The Chartered Institute of Horticulture, Kew Gardens, The Horticultural Trades Association, and other leading lights in the horticulture media sector.

Visit the website at www.cultivationstreet.co.uk and follow the campaign on Twitter [@CultivationSt](https://twitter.com/CultivationSt).

About David Domoney

David Domoney is a TV Gardener known for co-presenting ITV's Love Your Garden series alongside Alan Titchmarsh. The show is the most watched gardening programme on British television today. He also presents on ITV's This Morning programme.

David has a weekly gardening column for the Sunday People and a monthly column in Grow Your Own magazine. He is a fellow of the Chartered Institute of Horticulture, sits on the RHS Commercial Board, and is a Governor at the London Colleges of Horticulture. David is the gardening ambassador for a charity called Thrive and also pioneered the Young Gardeners of the Year competition in association with the Prince's Foundation for Building Community. He is a strong advocate for the importance of community gardening and school gardens.

Visit David's website www.daviddomoney.com. Follow him on Twitter: [@DavidDomoney](https://twitter.com/DavidDomoney)

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About Calliope® Geraniums

Calliope® is unlike any other geranium with more flowers in vibrant and intense colours, super easy to care for, and longer-lasting for you to enjoy from April until the first frost. Exclusively available through FloriPro Services to growers and retailers, Calliope® is available at a store near you from Spring 2018. Please visit www.calliope.flowers or www.facebook.com/Calliope.flowers/ for further information.