

David Domoney and Mark Portman (Evergreen Garden Care Managing Director UK & Ireland) shake on the sponsorship deal.

# Cultivation Street announces Miracle-Gro as new sponsor

The national community, school, and gardens for better health campaign, Cultivation Street, enters its eighth year in 2020 and is excited to announce Miracle-Gro as the sponsor for 2020 (previous sponsors have been the HTA and Calliope).

This national campaign supports thousands of communities and schools all over the UK. It has over 300 Ambassador garden centres, its own YouTube Channel and a phenomenal database of information, guides and support for communities and schools. To date, the campaign has awarded £150,000 and 30,000 plants to neighbourhoods, children and those living with disability. It also has an annual national competition promoting gardening as well as celebrating and rewarding the best of British community and school gardens.

The campaign's founder, David Domoney, said: "We are delighted that Miracle-Gro, the No. 1 garden care brand, shares our belief in guiding and supporting the nation to garden

## About Cultivation Street

Cultivation Street is a community and school gardening campaign that provides help and advice to schools and community gardens up and down the country. It has a helpline with dedicated support team, a newsletter, Cultivation Street TV on YouTube, a Community and Schools Forum, planting guides and blogs, a national competition with cash prizes, a national Garden Centre Ambassador support network, a Media Centre, fundraising ideas, and more. Keep up to date and follow Cultivation Street on Twitter @cultivationst, Facebook and Instagram @cultivationstreet.



together. This is a campaign the industry is proud of, giving free advice to thousands on how to get started with gardening together and the many health benefits it brings. I am looking forward to working with the Miracle-Gro team as we spread the word that gardening together is good for you."

Mark Portman, Managing Director for Evergreen Garden Care (owner of the Miracle-Gro brand), said: "The Evergreen team are looking forward to working with Cultivation Street. Our vision is to unlock the love of the garden to create a green oasis for all to enjoy, and this partnership with Cultivation Street and Miracle-Gro enables us to support community gardening helping to bring people together in neighbourhoods and schools. We recognise Cultivation Street as one of the

brilliant initiatives of our special industry and we are honoured to be part of helping to deliver this wonderful work".

Cultivation Street is Britain's leading community gardening campaign and is the longest-running campaign in the horticultural industry, which links the gardening public to the industry through the hundreds of garden centre ambassadors in garden centres like Bents, Old Railway, Webbs, Ayletts to name just a few and groups such as Hilliers, Notcutts, Dobbies and many more.

► Cultivation Street is looking to grow its Ambassador network and any garden centres that would like to get involved can contact us via [info@cultivationstreet.com](mailto:info@cultivationstreet.com) or 01926 641 997.