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## PRESS RELEASE

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The Hozelock garden at Acorn Children's Hospice in Selly Oak will be similar to the recently completed Greenfingers interactive garden at Loughborough

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Hozelock MD, Peter Rush: "The whole company is behind this initiative"

## HOZELOCK TAKE ON A GARDEN FOR GREENFINGERS

**Hozelock, the UK's leading supplier of watering, spraying and pond equipment, has adopted Greenfingers as its official charity partner for 2008 and aims to raise £20,000 this year for the cause. The money raised will be donated to Greenfingers to create a bespoke garden at Acorns Children's Hospice in Selly Oak near the company's Midpoint Park, Birmingham factory.**

A calendar of fund-raising activities will include collections on Hozelock's stand at Chelsea, Malvern, Harrogate, Hampton Court Palace and BBC Gardeners' World Live flower shows. A special 'Greenfingers' trigger sprayer will also be sold at the shows and via retail outlets, with all proceeds going to the charity.

In addition, there will be a number of employee fund-raising initiatives and the company has undertaken to double whatever amount is raised.

Hozelock has also sponsored two teams at this year's Greenfingers Dragon Boat Racing Day (6 July 2008) and company personnel are planning to get directly involved with the actual work at the Acorns garden, which is scheduled to start in early summer.

For Greenfingers, the Hozelock initiative is particularly welcome as there is currently a waiting list of UK Children's Hospices requiring specialist gardens. The charity has been creating custom-built gardens for the last seven years

**FURTHER INFORMATION:** Simon Chapman at Prototype – tel **0118 940 3785** or e-mail [sc@pr100.com](mailto:sc@pr100.com)

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and is an expert in meeting the special needs of these institutions which cater for children not expected to live beyond 19 years.

Peter Rush, Hozelock MD, says: "The whole company is behind this initiative and are pulling together to raise as much money as we can for the charity. We will also donate whatever watering, spraying and aquatics equipment is needed."

Greenfingers chairman Richard Jackson said: "We are extremely grateful to Hozelock and their staff for this generous initiative and pleased to be able to dedicate the planned garden at Acorns Selly Oak to the company. Their assistance is particularly welcome at this time, as the popularity of our special interactive gardens for Children's Hospices in the UK is starting to outstrip our ability to fund them."

The Greenfingers Appeal is the charity of the gardening industry and last year raised over £240,000 for the provision of new and improved gardens. Greenfingers has completed 25 gardens since 2002 and currently has a waiting list of four schemes with more to follow. There are 42 Children's Hospices in the UK either operating or under construction.

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