

Hillier & Scotts Miracle-Gro to capture Chelsea visitors' gardening tips in horticulture's answer to the Big Brother Diary Room!



Hidden behind leafy screens on the Hillier 'Adventures in Gardening' Exhibit at this year's RHS Chelsea Flower Show will be the gardening equivalent of the Big Brother Diary Room – **Hillier's Secret Garden Diary Room** complete with its very own **Throne of Knowledge**. The Scotts Miracle-Gro film crew will be there to capture precious tips and advice from professional gardeners and enthusiastic amateurs alike for 'Real Garden Advice from Real People' on www.lovethegarden.com.

Ahead of the show, Dan Walford, Customer Services Manager at Scotts Miracle-Gro, and his team of video experts have attended events across the country to film the video clips of hundreds of knowledgeable gardeners. During their visit to the **RHS garden at Wisley** with the touring Throne of Knowledge, they were able to tap into the vast experience of the RHS horticultural team. They've also filmed at **Hillier Nurseries and Garden Centres** where they've captured scores of video tips from Customers and **Hillier Garden Club Members**.

At an exhibition for members of the Garden Media Guild in London, they set up their cameras and sound equipment to place gardening celebrities such as **Peter Seabrook, Richard Jackson, Pippa Greenwood, Adam Pasco** onto the Throne of Knowledge where they revealed their own pearls of gardening wisdom.

This Bank Holiday weekend, Scotts' award-winning website **LoveTheGarden.com** goes live to garden lovers around the world with the first phase of the fascinating pool of gardening wisdom on topics as diverse as growing your own, the joys of mulch and compost, dealing with squirrels and slugs, favourite plants and much, much more.....

A few Tips from the Top: Video Text-Bites

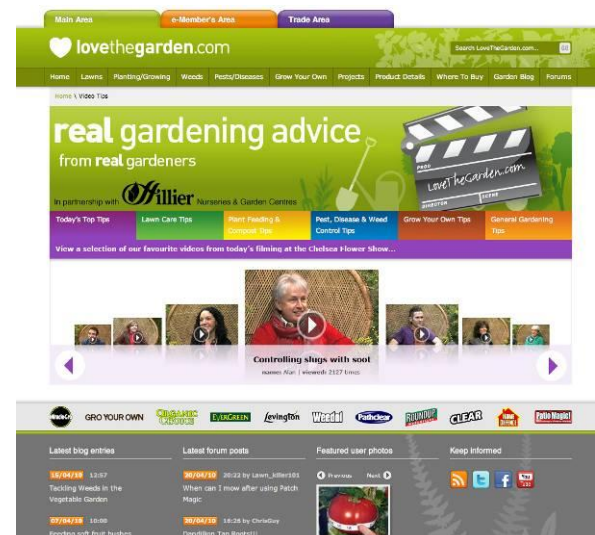
Adam Pasco (BBC Gardeners World Magazine): "There's lots of value in organic mulch. It could be home-made compost, composted bark or a bag of peat-free compost from the garden centre – spread it onto the garden as thickly as you can afford."

Richard Jackson (QVC Shopping Channel): "Take two chilli peppers; boil them up in half a pint of water, let it cool down, strain the liquid and use that as a (plant) spray."

Pippa Greenwood (www.pippagreenwood.com): "For years I struggled to grow calabrese and broccoli ... finally I found the variety that really grows brilliantly, it's called Iron Man and I grew it for the first time last year."

Peter Seabrook (The Sun): "If you're looking for advice, go to one source – then if it doesn't work you can go back and find out why."

Nicola Gammon (www.shootgardening.com): "Remember how important it is to choose right sort of plants for the right location. So knowing the pH and moisture content of your soil is important in terms of selecting the plants for your garden."



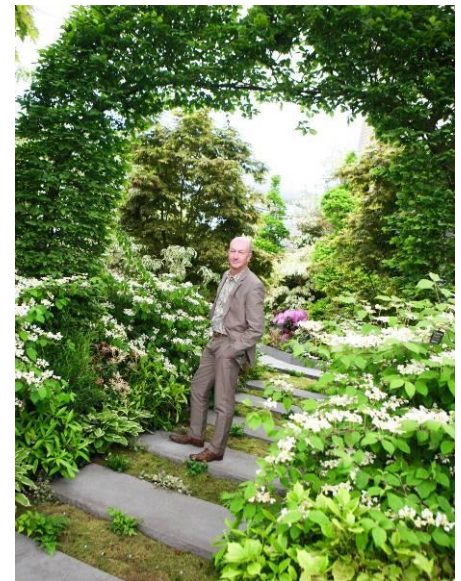
Notes to Editors

British gardeners are revered throughout the world for their gardening skills and their wealth of useful hints and tips. They hold golden nuggets of gardening advice that may have been passed down through generations, and perhaps developed through years of practical, hands-on experience. At the same time, Brits have fun in their gardens and a real sense of gardening adventure. Scotts Miracle-Gro wants to protect this fantastic national treasure trove and ensure it continues to be passed on to future generations.



Both Hillier Nurseries and Garden Centres and the Scotts Miracle-Gro company have a long history in the world of gardening. Both companies are Chelsea veterans with many years of experience advising gardeners and supplying them with plants and products to make their gardens beautiful. This year they join forces at Chelsea to advise and to hear from real gardeners what they have learned from their adventure in gardening.

Hillier Chelsea designer and MD, Andrew McIndoe, wants to communicate the sense of gardening as an adventure, and his Chelsea 2010 design takes the visitor from a woodland glade across white water, through the Himalayas to Morocco and on to a Venetian masked ball. Hillier hope the **LoveTheGarden.com** pool of gardening wisdom in the Exhibit's Secret Garden Diary Room will help others take stronger and more confident steps into a new **Adventure in Gardening**.



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