

Media release for the Garden Centre Association

# Garden centres invited to compete for Worrall Cup

THE GARDEN Centre Association (GCA) is this month (January, 2014) inviting its members to put their marketing campaigns to the test and compete for the chance to win the Worrall Cup.

The association will award the cup to the garden centre that has the best marketing campaign or initiative during its annual conference.

Iain Wylie, Chief Executive of the GCA, said: “We’re looking for the garden centre that has come up with the best, most inspiring marketing campaign or initiative. We want our members to show flair and creativity and most importantly inspire other members to follow suit.

“People can request a form via [info@gca.org.uk](mailto:info@gca.org.uk) or download one from [www.gca.org.uk](http://www.gca.org.uk). Entries can be submitted via post or via email at [info@gca.org.uk](mailto:info@gca.org.uk). The deadline for entries is 5pm on Friday, January 17.”

The entries will be judged by an independent panel of judges with marketing expertise and the winner will be announced during the GCA’s annual conference, which takes place from January 26 until 29 at the Hilton Blackpool Hotel.

In previous years the Worrall Cup has been awarded for ‘The best use of POS’ to the garden centre that has scored the highest marks in the POS sections in the annual inspections.

Iain added: “POS has moved on with many centres producing their own in-house to a standard that could only have been achieved by using expensive designers and printers just 10 years ago.

“This is a great opportunity for members to win a prestigious award for their hard work. As this award is not influenced by the annual inspection all entries have an equal chance of winning when the judging panel meet to assess the merits of each submission and decide the winner.”

The GCA represents nearly 200 garden centres nationwide.

Through sharing information and its inspection programme the GCA helps members to achieve high standards in customer service, plant quality and reliability.

The deadline for entries is 5pm on Friday, January 17. Entries can be submitted via post to Iain Wylie, GCA Chief Executive, at Horticulture House, 19 High Street, Theale, Reading, Berkshire, RG7 5AH or via email at [info@gca.org.uk](mailto:info@gca.org.uk).

For other information, please call 0118 930 8918, visit [www.gca.org.uk](http://www.gca.org.uk), log on to [www.facebook.com/pages/GardenCentreAssociation](https://www.facebook.com/pages/GardenCentreAssociation) or follow the organisation on Twitter at [www.twitter.com/GC\\_Association](https://www.twitter.com/GC_Association).

**ENDS**

**For further media details, please call Porcupine PR on 01278 446801 or email [Cherry@porcupinepr.co.uk](mailto:Cherry@porcupinepr.co.uk). Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email [Iain@gca.org.uk](mailto:Iain@gca.org.uk).**

