

**Media release for the Garden Centre Association**

# **Garden centre marketeers to battle for Worrall Cup**

MARKETING teams at Garden Centre Association (GCA) member garden centres are this month (October, 2016) being invited to compete for the chance to win the Worrall Cup.

The team that has provided the best marketing campaign or initiative for its garden centre will be awarded the prestigious cup during the GCA's annual conference at St Andrews in Scotland between January 22 and 25, 2017.

Iain Wylie, Chief Executive of the GCA, said: "This represents a great opportunity for members to showcase their marketing skills to win this significant association award.

"We're on the hunt for the garden centre that has come up with the best, most inspiring marketing campaign or initiative in the last 12 months. We want our members to show flair and creativity and most importantly inspire other members to follow suit.

"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 entries will be judged by an independent panel of judges with marketing expertise. This is an opportunity for members to win a prestigious award, where both flair and commercial success are rewarded."

Members are asked to submit an entry by completing a short entry form, which can be downloaded from [www.gca.org.uk](http://www.gca.org.uk) or requested via email, to the GCA office, no later than Monday, January 16, 2017.

The submission of supporting material, such as photographs, print examples and web-links is encouraged. An additional sheet of written detail is acceptable along with the entry form, if required. Entries can be sent electronically via [info@gca.org.uk](mailto:info@gca.org.uk) or by post to the GCA office.

Iain added: "The winner will be announced during our annual dinner and awards evening, which takes place at on the evening of Tuesday, January 24.

"As always our conference will provide attendees with pertinent information on key aspects of the garden centre industry to assist members in achieving their business goals.

"The information shared will focus on a wide range of topics, including merchandising, marketing and management. There will also be plenty of opportunities for delegates to network and socialise."

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 Worrall Cup entries is 5pm on Monday, January 16. Entries can be submitted via email at [info@gca.org.uk](mailto:info@gca.org.uk) or by post to the GCA office.

The GCA's annual conference will be held at St Andrews in Scotland between January 22 and 25, 2017. More than 300 delegates are expected to attend the event.

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).**

**Photo caption:** This year's Worrall Cup winners, The Old Railway Line Garden Centre, with (second from right) GCA Chairman, Julian Winfield and (far right) radio and TV comedian and host of the 2016 conference, Hal Cruttenden.

