

**Media release for the Garden Centre Association**

# **Last call for Worrall Cup entries**

THE GARDEN Centre Association (GCA) is urging members to make sure they submit their entries for the Worrall Cup in time for judging this month (January, 2016).

The deadline for entries is 5pm on Friday, January 15 and the cup will be awarded during the association's annual conference on January 26.

Iain Wylie, Chief Executive of the GCA, said: "We have already had quite a few entries for the award and would like to remind any members planning to enter that this is their last chance to do so.

"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.

"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."

To enter 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 email at [info@gca.org.uk](mailto:info@gca.org.uk).

Iain added: "The entries will be judged by an independent panel of judges with marketing expertise.

"The winner will be announced during our annual dinner awards ceremony, which takes place at the end of our annual conference, on the evening of Tuesday, January 26.

"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's annual conference will be held at The Grand Hotel in Brighton from January 24 until 27, 2016. More than 300 delegates are expected to attend the event.

The organisation represents nearly 200 garden centres nationwide. Through sharing information and its inspection programme it helps members to achieve high standards in customer service, plant quality and reliability.

The deadline for Worrall Cup entries is 5pm on Friday, January 15. Entries can be submitted 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 [Rachel@porcupinepr.co.uk](mailto:Rachel@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:** Iain Wylie, GCA Chief Executive.

