

5 July 2010

Media Release

**Free seeds for Peterborough to celebrate
Garden Park's Royal Opening**

EVERY household in Peterborough can claim a free packet of seeds to celebrate the opening of Peterborough Garden Park by HRH The Countess of Wessex.

A complimentary packet of 'Fruits of Summer' sweet pea seeds can be claimed by taking the voucher in July's 'Your Peterborough' magazine, to Van Hage at Peterborough Garden Park, Eye.

The Countess will officially open the Garden Park on Thursday, July 8, with the help of more than 200 local school children who will line her route through the Park.

She will meet guests at a VIP reception before unveiling the Children's Tile Project, a circular artwork featuring the names of 320 children from eight local schools.

Gordon Edington, Chairman of Peterborough Garden Park, said: "We would like as many people as possible to come and share in this experience and welcome HRH The Countess of Wessex to Peterborough.

"We wanted to be able to do something special for everyone in the city which reinforced Peterborough Garden Park's reputation as the premier garden centre and retail experience and was also in keeping with Peterborough's Environment Capital aspirations – which is where the idea of seeds for all came from."

“Sweet Peas are among the nation’s favourite flowers and we look forward to welcoming customer new and old to our award winning store” said Chris Roberts, Chairman and managing director of Van Hage. “This is all part of our very exciting events programme for the rest of the year which will include a real ice rink at Christmas.”

Public are welcome to the event on July 8 when a carnival atmosphere will take over the Park. Throughout the day there will be activities to keep everybody entertained including magicians, willow weaving, face painting and balloon modellers. Flags and balloons will also be given away to cheer on The Countess. Entertainment starts at 11am.

‘Your Peterborough’ is delivered to all households in the Peterborough City Council area. The next edition is due on July 12. The exclusive seeds voucher is on page 22 and can be redeemed until August 12.

For more information on Peterborough Garden Park, log onto www.peterboroughgardenpark.co.uk or visit www.vanhage.co.uk

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Notes to Editors

Peterborough Garden Park is an impressive new development located just off the Eye roundabout in Peterborough. It combines the UK’s premier garden centre with an exciting mix of lifestyle retailers, offering a superior retail and leisure experience all year round. Set against a backdrop of generous landscaping, Peterborough Garden Park has something for everyone, providing a day out for the whole family.

The Park combines the attributes of a traditional garden centre in Van Hage’s dramatic ‘Crystal Palace’ premises with a mix of lifestyle retailers, including Andronicas World of Coffee, Cotswold Outdoor, Cotton Traders, Hawkins Bazaar, Hobbycraft, Le Creuset, Maidenhead Aquatics, Past Times, PBC Books and Pets Corner.

Despite problems of road access during the first weekend, and works being undertaken to improve the Eye roundabout, traffic is flowing well and access is easy.

Media contacts

Peterborough Garden Park Chairman, Gordon Edington, is happy to do interviews and photographs.

For media requests please contact Rebecca Stephens or Kelly Allnutt at Athene Communications on 01733 207334, email rebecca@athene-communications.co.uk, or call 07879 633 796.