



THE FACTS

1. WHAT IS GARDEN DAY?

Most of the year we plant, water, weed and mulch – work, in other words. Garden Day is the day to reap the rewards of your labour. Toss down that spade, invite family and friends around, kick back and appreciate the varied reasons why making a garden is so worthwhile!

2. WHEN DOES GARDEN DAY TAKE PLACE?

This year Garden Day is taking place on **Sunday, 9 October** – and then again next year and the next year and the next year on the second Sunday of October.

3. WHY ARE WE CELEBRATING GARDEN DAY?

Garden Day is intended to bring South Africans together to appreciate and celebrate the rewards of one of life's simplest, but most profound pleasures – gardening.

By celebrating Garden Day we aim to establish a strong gardening movement and love for gardening amongst South Africans and to encourage a younger audience to take up and appreciate the rewards of gardening.

Gardening is also scientifically proven to have positive effects on our health, both mentally and physically. According to Professor Paul Dolan, a UK economist and behavioural scientist, gardeners and florists are the happiest of all professions ... nearly twice as happy as people in more prestigious and better paid jobs.

4. WHAT MUST I DO ON GARDEN DAY?

In the lead up to Garden Day visit your nearest nursery or Garden Centre and get inspired! Visit the Life is a Garden website www.lifeisagarden.co.za to locate your nearest Garden Centre or nursery.

Once you've prepared your garden, toss down that spade, kick back and appreciate your garden with family and friends that you've invited around to celebrate with you! Host a tea party on the lawn, invite friends round for a bring-'n-braai or practice yoga or Tai Chi on the lawn (see point six below for more ideas on what to do on Gardening Day). If you don't have your own garden or planted paradise, visit someone that does and enjoy it with them.

5. WHERE CAN I FIND TIPS AND INFORMATION ON HOW TO PREPARE MY GARDEN FOR GARDEN DAY?

Whether you're a newbie or a veteran gardener, in the lead-up to Garden Day, get connected to a library of gardening information, suggestions and direct access to gardening experts. Download the Gardening with Babylonstoren app via the Garden Day website www.gardenday.co.za. *It's free on the IOS App Store and Google Play store.*

6. WHAT ACTIVITIES CAN I DO ON GARDEN DAY?

There are many activities that one can do in the garden on Garden Day, here are some ideas ...

- Host a tea party on the lawn.
- Read a book.
- Invite friends for a bring-n-braai, use herbs from the garden to flavour the meat.
- Practice yoga or Tai Chi.
- Have a garden scavenger hunt.
- Visit a Garden Centre and enjoy the surroundings.
- Meditate.
- Instead of book club, have a plant club. Ask guests to bring a rare and interesting plant. You then swap your plants with the other guests.
- Host an indoor dinner party where every dish contains an ingredient from your garden.
- Involve the kids in fun activities, like making seed bombs or planting bulbs.
- Set up an easel and paint.
- Play games in the garden ... croquet, boule, volleyball, chess ... fly a kite.

For more ideas and Garden Day inspiration, visit www.gardenday.co.za and follow us on **social media**.

7. WHO CAN TAKE PART IN GARDEN DAY?

Anyone and everyone can take part in Garden Day.

8. WHERE SHOULD I CELEBRATE GARDEN DAY?

In any garden, patio, balcony, backyard or green space – you don't need a big garden to participate. If you don't have a suitable space or know of someone that does, head to your local nursery, Garden Centre or local botanical and community gardens.

9. HOW MUCH DOES IT COST TO TAKE PART IN GARDEN DAY?

Absolutely nothing. Simply enjoy your garden with family and friends.

10. DO I NEED TO MAKE A BOOKING FOR GARDEN DAY?

No, you don't need to make any bookings but invitations for friends and family are a good idea: talk to them, call them, email them, and create your own Facebook event page.

11. WHAT ELSE IS ESSENTIAL FOR GARDEN DAY?

A sense of fun, community and hospitality.

12. THEY SAY THAT GARDENING IS GOOD FOR YOUR HEALTH, IS THIS TRUE?

According to Professor Paul Dolan, a UK economist and behavioural scientist, gardeners and florists are the happiest of all professions ... nearly twice as happy as people in more prestigious and better paid jobs.

13. IS GARDEN DAY ACTIVE ON SOCIAL MEDIA?

Yes, you can follow us and share with us on the following platforms:

 **Twitter:** @gardendaysa

 **Instagram:** /gardendaysa

 **Twitter & Instagram hashtag:** #GardenDaySA

 **Facebook:** /garden-day-sa

 **YouTube:** Garden Day SA

14. IN ADDITION TO DOING SOMETHING IN MY GARDEN ON GARDEN DAY, HOW ELSE CAN I GET INVOLVED?

- Follow us on Twitter, Instagram and Facebook, and like and share our posts.
- Take part in our social media activities.
- Participate in our great retail offers, which can be found on www.gardenday.co.za
- Share pictures of your garden and what inspires you in your garden on our Garden Day Gallery (www.gardenday.co.za/galleries) and via social media.

With all these reasons to celebrate, let's hope for beautiful weather in the heart of Spring. So hang up those gloves, invite neighbours and friends around for tea and biscuits, or join them for a glass of bubbly. After all, Sunday, 9 October is our first Garden Day!

KEY INFORMATION

GARDEN DAY - SUNDAY 9 OCTOBER 2016

Website: www.gardenday.co.za

 **Twitter:** @gardendaysa

 **Instagram:** /gardendaysa

 **Twitter & Instagram hashtag:** #GardenDaySA

 **Facebook:** /garden-day-sa

 **YouTube:** Garden Day SA

MARKETING CONTACT

For all marketing materials and retail support enquiries please contact:

Zelda Coetzee-Burger

info@gardenday.co.za

COMMUNICATION CONTACT

For all media and social media communication enquiries please contact:

Lisa van Leeuwen

lisavl@telkomsa.net