



17 February 2020

HOMEBASE SUPPORTS NATIONAL HOME IMPROVEMENT MONTH 2020

Homebase, one of the UK's largest home and garden retailers, has joined forces with The British Home Enhancement Trade Association (BHETA) to support National Home Improvement Month 2020.

The retailer will support BHETA and its month-long National Home Improvement Campaign, which starts in April. The campaign aims to inspire and enable consumers who are looking to tackle home or garden projects, and to do so with confidence, or to have fun with crafts and upcycling, just in time for the Easter holidays.

Lisa Tickle, Head of Marketing at Homebase, said: "We jumped at the chance to support National Home Improvement Month as another way to inspire and help our customers bring their ideas for their home and garden to life."

BHETA's marketing manager, Steve Richardson, said: "We're delighted to be working with Homebase as together we'll be able to speak to many more customers about home improvement changes they can do in April to make their house a home they'd love to live in."

Will Jones, Chief Operating Officer of BHETA, said: "It is fabulous that Homebase has partnered with us on this campaign."

The campaign will feature the tagline 'Love The Home You Live In', and consumers can get involved by following #makeonechange and #loveyourhome.

Ends

For further information, contact:

BHETA: Kate Murphy, Brookes & Co, 01889 598600, kate@brookesandco.net

Homebase: Tracey Grannum, 01908352400, tracey.grannum@homebase.co.uk



Notes to Editors

BHETA

As a BHETA-driven initiative, suppliers and distributors wanting to get involved need to be, or become, members of BHETA to participate.

Any supplier, distributor or retailer who would like more information about the campaign should contact BHETA's home improvement sector manager, Keeley Vernon at BHETA on 0121 237 1130 or email kv@bheta.co.uk.

All supplier companies who sign up to take part as sponsors of the campaign will enjoy the right to use a suite of National Home Improvement Month marketing collateral, creating a ready-made individually branded social media and PR campaigns.

Supplier companies who sign up are entitled to: -

- Distribute marketing material branded with the National Home Improvement Month logo
- Use the National Home Improvement Month videos, tailored to their brand
- Use the National Home Improvement Month infographics, also tailored to their brand
- Provide competition prizes, which will be placed with magazines, radio and TV by the campaign's marketing partners
- Benefit from the overall press, social media, radio and TV activity, including brand mentions wherever possible
- Feature on the National Home Improvement Month website

For more information about BHETA's retail engagement programme and BHETA membership in general, contact the Member Services Team on 0121 237 1130 or visit the BHETA website www.bheta.co.uk.

About Homebase

Founded in 1979, Homebase is one of the UK's leading home improvement and garden retailers. The company operates stores across the UK and the Republic of Ireland.

Its product range includes painting and decorating, plants, garden tools and accessories, and kitchens – all available in-store or online at www.homebase.co.uk.