



Homebase to Sponsor *Love Your Garden* on ITV

Milton Keynes, UK: 25 February 2020: Homebase, one of the UK's leading home improvement and garden retailers, has partnered with ITV to sponsor its popular gardening show, *Love Your Garden*.

Hosted by Alan Titchmarsh alongside co-presenters and gardening experts David Domoney, Katie Rushworth and Frances Tophill, the show sees the team visit locations around the United Kingdom helping people to transform their outside space into gardens they love.

The Homebase sponsorship will run from 25 February during the key gardening months and into Autumn 2020.

As part of the sponsorship, Homebase has created a series of short videos that will be broadcast at the start and throughout each episode, which gently poke fun the often complex Latin names used for plants. Homebase's tongue in cheek humour takes a variety of everyday garden products and scenarios and presents them as if they were plants, accompanied by a spoof scientific Latin name. A garden shed is labelled 'Junkius Storea' and a gorgeous flower bed captioned 'Prettius Whiffius', highlight Homebase's down-to-earth attitude towards making gardening an accessible and enjoyable activity for all.

Lisa Tickle, Head of Marketing at Homebase, said: "We're thrilled to be partnering with ITV and *Love Your Garden*. Our customers love gardening, and Homebase has over 35 years of experience providing the products, inspiration and advice to create beautiful outside spaces. Building on this strong heritage, we're proud to offer an extensive range of tools, accessories and finishing touches to help our customers bring their gardens to life – whether they have lots of outdoor space, a smaller patio, a balcony or window ledge."

"This creative idea is a natural extension of the advice, practical guidance, and inspiration that our team of trained garden experts provide in-store, to help ensure that the world of plants and gardening does not feel intimidating. From eco-friendly gardening and re-wilding to support the environment, to the relaxing powers of outdoor space, we want all our customers to feel that they can enjoy their outside space as an extension of their home."

The eight-part series of ITV's *Love Your Garden* will air on Tuesday 25 February 2020. Further episodes will run later in 2020.

The sponsorship deal was brokered by JUMP, Havas Media Group's content and partnerships division.

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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.