

Homebase announce exciting new 'Give It A Go' collaboration with DIY enthusiasts Dick & Angel Strawbridge

Milton Keynes, UK: 9 March 2021 – Home and garden experts Homebase has announced a new brand partnership with home improvement enthusiasts Dick and Angel Strawbridge; well-known for their documentary *Escape to the Chateau* which follows the renovation of their home.

With our homes having served as multi-functional spaces over the past year, this partnership will inspire customers with creative ideas to fix, improve or transform their homes and gardens.

Dick and Angel embody the idea of the home as the foundation of their daily life and their 'give it a go' approach to home improvement plays a key role in everything they do. This partnership builds on Homebase's position as the home and garden experts, providing customers with the products, expertise and inspiration they need to complete their own home and garden projects.

The brand partnership will include the launch of 'Give It A Go', an eight-part content series created by Homebase in collaboration with Dick and Angel, where the couple will inspire customers to make improvements around their homes, inside and out. From upcycling and organising indoors to building a raised bed in the garden, the series will give everyone the confidence and know-how to give these tasks a go.

Lisa Tickle, Head of Marketing at Homebase, said: "We know how important it is that our customers love the homes they live in and we're proud to be the one-stop-shop for all the products and inspiration they need to tackle their home and garden projects.

"Dick and Angel value the importance of home just as much as we do and are the perfect brand ambassadors for us. We're really excited to be able to work with them to create engaging content to inspire our customers."

Dick and Angel said: "We are really excited to be partnering with Homebase. The team are dynamic and innovative and they have presented us with a vision and strategy for Homebase that completely aligns with our approach and values when it comes to our personal home improvements. We can't wait to get started."

'Give It A Go' launches on the 11 March and will continue to run throughout spring and summer 2021.

ENDS

Notes to Editors:

For more information

Teagan Kahlich-Limer, Communications Manager

Teagan.Kahlich-Limer@homebase.co.uk

07562 437929

About Homebase

Founded in 1979, we are the home and garden experts. We're a one-stop-shop for the products, expertise and inspiration home makers need to fix, improve or transform their homes and gardens.

Homebase has 151 stores and 15 standalone Bathstore stores employing over 5,600 people across the UK and Ireland, whose specialist knowledge sits at the heart of the friendly and inspiring service Homebase offers its customers. New high street stores DECORATE by Homebase and Kitchens by Homebase have also been launched around the UK with more planned.

Our wide range of products cover garden, decorating, home furnishings, kitchens, bathrooms and fitted bedrooms, and everything you need for everyday repair and maintenance, complemented by partnerships with leading brands, such as Hearst UK, Dwell, ELLE Decoration, Villery & Boch, Bosch, NEFF and Roux Kitchens. We have everything you need for your home and garden projects under one roof. Our inspirational new store layouts are helping millions of customers combine extensive on-trend collections with the ideas, advice, partners and tools to create a home they love.

For more information visit <https://www.homebase.co.uk/about-us/who-we-are>.

Dick and Angel Strawbridge

Dick and Angel's eyes first met across a crowded room in 2010. Attracted to each other's resourcefulness, they quickly became a couple and following a romantic holiday to Carcassonne in the South of France fell in love with the country and lifestyle and set about looking to buy a farmhouse. Once the search began, it became apparent that their dream home could also double as an exciting business venture using their natural skills for hosting events, cooking, renovation and interior design. In 2015, Dick and Angel stumbled across a derelict fairy tale chateau with 45-rooms, a moat, orangery, 12 acres, 7 outbuildings and huge potential for their new life in France. They moved in with no electricity, water or sewage and set to work on their dream. Their adventures have been recorded in the Channel 4 ratings busting 'Escape to the Chateau' and 'Escape to the Chateau: Make Do and Mend'. Chateau de la Motte Husson offers a variety of one-of-a-kind events. In 2020, they released their first co-written best-selling book 'A Year at the Chateau' which has sold all over the world. 2021 sees Dick & Angel continue with more 'Escape' and other exciting projects in the pipeline - the couple are as busy as ever.

For more information visit www.thechateau.tv

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