



Press Release

May 2008

Blooming Marvellous

Thousands of flowers are to be given away this month as part of Coventry's popular plant giveaway.

Hundreds of people are expected at the annual, free event which is held by CV One, the not-for-profit company which manages and promotes the city centre.

English Landscapes, CV One's cleaning and greening agency, is currently removing the perennial spring bedding display from the city centre's flower tubs and borders in preparation for summer planting.

Instead of throwing them away, English Landscapes are offering the plants to keen Coventry gardeners for their own back gardens.

It will be the ninth year the event has been held and will take place close to the escalators in the Upper Precinct on Wednesday 21st May.

Plants will be issued on a first come, first served basis from 10:00am onwards.

The giveaway is part of Coventry's preparation to make room for this year's Britain in Bloom competition, which is expected to be a great success and is supported by the European Regional Development Fund.

National judges will inspect Coventry city centre on floral displays, cleanliness, the general environment and community involvement.

Gary Pittaway, CV One's Operational Support Officer for Environmental Improvements, believes the plant giveaway will prove as popular as ever.

He said:

“The event is always well attended and the plants go very quickly, so it is best to arrive early to avoid disappointment.

“We started the giveaway nine years ago as a one-off but we have continued it because it has proved so successful.

“It is good to involve the community in city centre planting schemes and we are pleased that local people are helping us to recycle these spring plants and that we can help enhance their garden in return.”

Gary added:

“The bulk of the plants are vividly coloured polyanthus, wallflowers and tulip and hyacinth bulbs, which will come up year after year if well looked after.”

Ends

Contact: Jo Grimshaw Communications Executive for CV One, on 024 7660 7004 / j.grimshaw@cvone.co.uk

Note to picture desks:

Photographers are invited to attend the giveaway which starts at 10:00am on Wednesday 21st May