



Nursery & Garden Industry  
Queensland

## **PRESS RELEASE**

### **Have a dirty weekend!**

That's the catch-cry of the Toowoomba region garden centres. The new 'Life is a Garden' marketing campaign will be officially launched at 10.30am on Friday 17 November at Walsh's Seeds Garden Centre, Toowoomba.

Garden centres will be encouraging everyone to get their hands dirty on the weekends in conjunction with a witty radio campaign due to start next week.

In addition to the radio advertisements, point of sale signage is also being distributed, highlight the theme that "Life is a Garden".

"The aim is to highlight that no matter how difficult it might appear to be, you can still grow plants with a bit of effort" said the Nursery & Garden Industry Queensland Business Development Manager Sharon Ible.

The campaign also coincides with the launch of a new Nursery & Garden Industry Australia website, [www.lifeisagarden.com.au](http://www.lifeisagarden.com.au)

The colourful site aims to inspire Aussies to get out into their garden, no matter what size or shape it is. You'll find clear and concise tips, advice, such as water saving measures and ideas to help create your dream garden or maximise your existing one.

It doesn't matter if your garden is an open space with a lawn and traditional garden beds, a balcony with potted plants or if it's a courtyard with small garden beds. You'll find fun and useful tips on [www.lifeisagarden.com.au](http://www.lifeisagarden.com.au) or find inspiration by visiting your participating garden retailer.

"It's time to be inspired and the radio advertisements challenge gardeners to get started" said Sharon Ible.

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Interviews available on site at Walsh's Seeds Garden Centre

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Border Builders Mitre 10 Home & Trade – 119 Marshall St, Goondiwindi	4671 1588
Cherry Lane Nursery – 60 Sugarloaf Road, Stanthorpe	4681 1298
Greenhaven Nursery – 1 Cawdor Road, Highfields	4698 7466
Greenwattle Street Nursery – 722 Greenwattle Street, Toowoomba	4633 2645
Gundy Nursery – 15 McNulty Street, Goondiwindi	4671 1630
Highfields Garden Centre – 617 New England Highway, Highfields	4630 8548
Lockyer Landscaping Nursery – 35 Tenthill Road, Gatton	5462 1649
Martin Garden Centre – 179 Stephen St, Toowoomba	4633 1122
Polhmans Nursery – 171 Redbank Road, Gatton	5462 0444
Sungrown Seedlings Nursery – 17 Prescott Street, Toowoomba	4639 1635
The Springs Garden Centre – 333 Spring Street, Toowoomba	4636 8484
True Blue Garden Centre – 113 McDougall St, Toowoomba	4659 0311
Walsh's Seeds Garden Centre – 881 Ruthven St, Toowoomba	4636 1077