

Comedian Ellie Taylor launches the 'Extremely Busy and Important Person's Guide to Gardening'

- Scotts Miracle-Gro® release a free must-have reference for non-gardeners needing to survive conversations at the RHS Chelsea Flower Show
- Ellie Taylor stars in Infomercial-style film bringing to life the tongue in cheek manual to impress the gardening 'elite'

Launched ahead of Chelsea, comedian Ellie Taylor stars in the *Extremely Busy and Important Person's Guide to Gardening* as a response to the number of Brits who report they often feel 'left out' of the world of horticulture.

Created by the Scott's Miracle-Gro® company to coincide with the opening of The RHS Chelsea Flower Show later this month, a tongue-in-cheek 'blagger's guide' plays on the fact gardening terminology is often deemed complex and elitist, and seeks to provide a helpful and amusing manual to the less-than-confident gardener who wishes to 'talk the talk' with neighbours and acquaintances at key garden events.

Ellie Taylor, of *BBC3's Snog, Married Avoid* fame, brings the Guide to life in a humorous infomercial-style film featuring the annoying neighbour and gardening-know-it-all character 'Ian' whose pastimes include trimming his lawn with nail scissors. Ellie's character is very much a 'hands off' gardener preferring to sup a chilled glass of wine and Google Tom Hardy from the comfort of her deck chair, relying on the Scott's Miracle-Gro range of products to do the hard work for her.

The Extremely Busy and Important Person's Guide to Gardening was designed as a parody of the best selling *Ladybird Books for Adults* and popular range of gardening guides from famous author and botanist Dr DG Hessayon published from the late 1950s. The Guide is available as a free download at www.lovethegarden.com.

Despite the RHS Chelsea Flower being the cornerstone of the yearly horticulture calendar, which attracts around 165,000 visitors each year, it transpires many more of the British public are confused about how to care for a garden and feel too embarrassed to ask how best to tend to their lawn, plants and weeds.

One in 10 Brits told Scotts Miracle-Gro® they perceive gardening as an exclusive world for the very knowledgeable, a further quarter of consumers do not feel they have the lingo to discuss gardening or plants and 61% of Brits say they avoid gardening altogether because they deem plant care too complicated.

One in four Brits do not feel they have the know-how to discuss gardening or plants with an expert. A 'blagger's guide' section of the handbook therefore provides example sentences including how to drop Latin terms into conversation with ease.

Encouragingly, almost four fifths (79%) of the public do have a desire to learn more about gardening and this simplified, how-to guide responds to this demand.

Ellie Taylor says: “Let’s be honest, many of us don’t want to get our hands dirty, but we DO want a garden that looks lovely where we can sip Prosecco. Get your mitts on an *Extremely Busy and Important Person’s Guide to Gardening* and you’ll soon be delighting your friends, embarrassing your enemies and striking the fear of God into your next door neighbours. It’s all about less gardening and more garden, darling.”

Joanna Weston, Digital Marketing Manager at Scotts Miracle-Gro®, said: “Seeking to remove the perceived secrecy that many of the public feel surrounds gardening, The *Extremely Busy and Important Person’s Guide to Gardening* helps to break down complicated terms and showcases how straightforward and satisfying gardening can be in this easy-to-follow guide. Teamed with Scotts Miracle-Gro products previously gardening-shy customers will be able to cut down on time and maximise enjoyment.”

Download a FREE *Extremely Busy and Important Person’s Guide to Gardening* via www.lovethegarden.com/LittleGreenLies and view the film starring Ellie Taylor via <https://www.youtube.com/user/LoveTheGarden>.

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Notes to editors

A survey of 2022 UK respondents was conducted by Censuswide between 06.04.17 and 11.04.17

About The Scotts Miracle-Gro company

Scotts Miracle-Gro® is the world’s largest marketer of branded consumer lawn and garden products. The company has grown to be an industry leader with offices and research facilities across the UK and US with business spanning Canada, Europe and Asia Pacific.

1. For more information, including images, mock-ups or samples, please email ScottsUK@kindredagency.com with your request.
2. For more immediate information, please call 0207 010 0829.