

Press contacts:

Clare Johnson: 07815 041635 | clarejohnson2@me.com

Jennie Spears: 07944 552634 | jennie.spears@me.com



## Perennial – Celebrating 175 years (GPG/9)

### SUPPORTING PERENNIAL IN 2014

What would Britain look like without our gardeners and all of those working in horticulture who look after our beautiful parks, woodlands, gardens and green spaces? While they look after our landscape, Perennial looks after them and their families in time of difficulty and crisis.



Perennial is the only UK charity dedicated to horticulturists when times get tough. Originally established as the Gardeners' Royal Benevolent Fund in 1839, it was re-branded as Perennial in 2003 and now reaches out everyone working in or who has worked in the horticulture industry and their families for as long as it is needed. Perennial provides help and support during traumatic events such as debt, financial hardship, illness, redundancy, homelessness and bereavement, as well as disability and old age and all support is free and confidential. In an industry that is typically low paid and suffers from a high rate of workplace injury, it is no wonder Perennial's help is needed more than ever.

In 2013, UK horticulture's trade charity Perennial helped 15% more people than the previous year, assisting its clients in accessing over £1.5 million in direct financial help. More younger people are seeking help from Perennial - during 2013, 86% of new clients were under retirement age and 65% of the total number of clients were under retirement age.

All of Perennial's work depends entirely on voluntary donations from the horticulture industry and the garden-loving public. During 2014 in the charity's 175<sup>th</sup> anniversary year, Perennial has pledged to fundraise an additional £175,000 and is encouraging members of the garden loving public and the horticulture industry to get involved by raising £175 for 175.

People can do as much or as little as they like to raise money, but just £175 will make a real difference to the lives of the people Perennial helps. This amount could pay for respite care for the parent or carer of a child with disabilities or cover the cost of an occupational therapist to assess a client's needs.

Pledge your support for Perennial by leaving a message on the Pledge Tree at the exhibit in the Great Pavilion or fill in a pledge online at [www.hortaid.org.uk](http://www.hortaid.org.uk)



PERENNIAL PRESS PACK  
RHS CHELSEA FLOWER SHOW  
20 – 24 MAY 2014