



Dear Garden Centre Manager

Following the success of The Greatest Awards over the past three years and after countless garden centres asking us to run a public voting awards scheme for garden centre teams at Christmas, we are pleased to announce

ITS HERE... THE GREATEST CHRISTMAS AWARDS 2009

By entering The Greatest Christmas Awards, your team will be inspired and motivated to go to even greater lengths to make your Christmas sales period even more successful and fun!

We have kept the awards really simple with only one public voting category "Best Garden Centre at Christmas", but as this covers the whole centre, your whole team, in all departments, can take part. You can also submit your own "Best Marketing Idea for Santa's Arrival" entry and encourage your suppliers to nominate your centre in five other Greatest Christmas Awards categories as listed in the September 2009 issue of GTN and at www.thegreatestawards.co.uk

Getting your teams involved in the awards encourages them to engage more with your customers, encourages customer loyalty and, for these awards, acts as a team building exercise across all departments.

Participants in previous Greatest Awards have found that the Awards boost staff morale, provide opportunities for local and national media attention and help with customer and staff relationships.

Entry is easy and FREE! All you will need to get going is contained in your Greatest Christmas Awards pack, with suggestions on how you and your team can gain those votes.

PARTY, PARTY, PARTY

The Greatest Christmas Awards are being organised in conjunction with the Harrogate Christmas and Gift Fair and the winners will be announced and receive their accolades during the 2010 show at our special Christmas Party, sponsored by Premier Decorations, on the evening of January 10th. If you have been lucky enough to attend The Greatest Awards Garden Parties, you will know this promises to be a great event!

All of us here at The Greatest Christmas Awards, Garden Trade News and Garden Radio wish you all the very best in these new Awards and look forward to receiving all of your votes!

GOOD LUCK!