



3rd November 2025

British Garden Centres launches festive TV advert to Light Up Christmas

British Garden Centres is proud to announce the launch of its new heartwarming festive TV advert to light up Christmas this year.

This year's campaign, 'Light Up Christmas,' invites families to create magical memories and brighten their homes with festive decorations, lights, and neighbourly community spirit.

The advert captures the magic of Christmas through the eyes of a young girl determined to create a winter wonderland at her home. When she shares her dream, the family heads to British Garden Centres, heralded as the home of Christmas, to find everything they need, from decorations and trees to sparkling lights and festive deals.

As the preparations for the big day begin, the girl's excitement inspires the whole community around her. Neighbours gather to help transform the family's house into a sparkling wonderland on her street, echoing the true spirit of the season and bringing people together to create festive memories. The advert beautifully showcases the joy and togetherness that define Christmas, reminding everyone that "there's only one place to go" for their Christmas décor and gifts.

This new campaign is the first British Garden Centres advert to air on selected digital streaming channels from November 5th until December 2nd. It will also be available to view on British Garden Centres' YouTube and social media channels.

Amy Stubbs, Managing Director of British Garden Centres, said: "This advert is about helping families bring their Christmas plans to life and positioning British Garden Centres as the destination offering everything needed to make this festive season extra special. From our own Fern Christmas collection featuring dazzling cluster lights, light-up snowmen, reindeer, and a full spectrum of light up decorations, it's easy to fill your home and garden with sparkle. Whether it's transforming a mantelpiece, lighting up your tree, or making outdoor displays glisten, your local British Garden Centre makes it simple to come together. We hope to inspire everyone to 'Light Up Christmas' in their own unique way."

You can watch the British Garden Centres 2025 Christmas advert on www.youtube.com/@british.garden.centres

ENDS:

WORD COUNT: 335



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Notes to Editors: British Garden Centres (BGC) is the UK's largest family-owned garden centre group, with 73 centres around the country. The group is owned and led by the Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire.

BGC was launched in 1990 with the opening of Woodthorpe Garden Centre, funded by brothers Charles and Robert Stubbs. Since 2018, it has expanded rapidly with the acquisition of 50 garden centres, allowing it to grow from its heartland to the business it is now, with 73 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham. The group has a team of 2,700 colleagues working across the garden centres, restaurants, three growing nurseries, 4 distribution centres and Woodthorpe Leisure Park and Woody's Restaurant & Bar.

Social Media

Facebook: British Garden Centres

Twitter: @BGCentres

Instagram: @BritishGardenCentres

Website: www.britishgardencentres.com

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