

New Online Gardening Tool Live At RHS Chelsea Flower Show

Submitted by: BLM Quantum

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LONDON, 14 May 2010 – From 25 to 29 May, visitors of the RHS Chelsea Flower Show can enter the gardening equivalent of the Big Brother Diary Room. Hidden behind leafy screens on the Hillier 'Adventures in Gardening' exhibit will be Hillier's Secret Garden Diary Room, complete with its very own 'Throne of Knowledge'.

The Scotts Miracle-Gro film crew will be there to capture precious tips and advice from professional gardeners and enthusiastic amateurs alike for a new online gardening tool. The videos will be used for 'Real Gardening Advice From Real Gardeners', a fascinating new pool of gardening wisdom on Scotts award winning website [lovethegarden.com](http://www.lovethegarden.com) (<http://www.lovethegarden.com/video-tips>).

Ahead of the show, the Scotts Miracle-Gro team of video experts have attended events across the country to film the video clips of hundreds of knowledgeable gardeners. During their visit to the RHS garden at Wisley, they convinced the RHS horticultural team to take place on the Throne of Knowledge and share their vast experience with growing their own vegetables, the joys of mulch and compost, dealing with squirrels and slugs and other gardening topics.

At an exhibition for members of the Garden Media Guild in London, the team set up their cameras and sound equipment to place gardening celebrities such as Peter Seabrook, Richard Jackson, Pippa Greenwood, Adam Pasco onto the Throne of Knowledge where they revealed their own pearls of gardening wisdom. The Scotts Miracle-Gro film crew also went to Hillier Nurseries and Garden Centres where they've captured scores of video tips from customers and Hillier Garden Club Members.

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Notes To Editors

LoveTheGarden.com is the consumer website for The Scotts Miracle-Gro Company.

Scotts Miracle-Gro is the world's market leader of branded consumer lawn and garden care products. The company manages a UK portfolio of the industry's most recognised brands including Miracle-Gro, Evergreen, Levington, Weedol, Roundup, PathClear and Home Defence.

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