



GIMA AWARDS 2008



17th July
2008
7pm till Late



The Hilton
Birmingham
Metropole
Hotel



Palace
Suite



PRESS INFORMATION for Immediate Release 28th April 2008

Reputation of Industry Awards Continues

The “Oscars” of the garden industry, the annual GIMA Awards, which recognise excellence and innovation in product and marketing, are very pleased to announce a number of innovations in their awards format.

Amongst the changes for the 2008 Awards are the inclusions of a number of new sponsors. Neil Gow, GIMA Director told us:

“As we have been able to re-align some of our product categories to better reflect the garden retailers product range of this era we have also been able to attract additional sponsors. New to our line up this year, and without whose generous support these awards would not be the annual event they are include:



HITF Ltd the organisers of the UK’s leading Christmas Show, the Harrogate Christmas and Gift Fair, always popular with retail buyers from all over the UK.



Leading weekly consumer publication for gardeners, Garden News and sister publication to the monthly magazine Garden Answers.



The trade association protecting and enhancing the interests of the independent pet product retailer.



The name behind the specialist insurance package for garden product suppliers, the very first of its kind, launched a few weeks ago with the input and support of GIMA and its members.

These new sponsors all recognise the value of the GIMA awards brand and the potential it gives to get their names and “products” across to such a key audience within this sector of the retail trade. We are particularly pleased to have the Christmas and Gift trade show organisers as sponsors when we have

given added focus to the Christmas sector within the awards for 2008, and to have the Pet Product Retail Association with us too will give this category an added value for entrants to this years awards”.

These sponsors join loyal and long term supporters of the GIMA Awards, B& Q, Tesco, TGCMC the name behind Garden Radio, GrowRetail and Garden Trade News, Gardenex the group giving support to exporters of garden product from the UK, the Garden Centre Association, the body supporting the independent garden retail outlets, GardenForum the on-line daily news and information website and BAGMA who provide trade association support to garden and agricultural machinery manufacturers. All key players in the garden product supply chain.

The GIMA Awards are judged by a panel of experts drawn from specific fields of the industry in June of each year with a Gala Dinner and Awards Presentation Evening in July. This year the glittering ceremony takes place at the Hilton Birmingham Metropole Hotel on Thursday 17th July. Full details of the event, entry to the Awards and the evening dinner are on the GIMA website – www.gima.org.uk

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For more information relating to this GIMA and this Press Release, originals of images and other illustrations please do not hesitate to contact:

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