



NEWS

HILLIER'S SILVER LINE LAVENDER SUPPORTS CHARITY FOR SECOND YEAR

Two stunning varieties of lavender developed exclusively for The Silver Line - 'Silver Line' and 'Silver Line Blue' - available from Hillier Nurseries

Sales will help raise money for the charity's 24/7 helpline for lonely and isolated older people

For a second year running The Silver Line helpline is getting the support of Hillier Nurseries, with £1 of each sale of their two varieties of lavender donated to the charity.

The Silver Line charity, set up by Dame Esther Rantzen, operates the only national, free and confidential helpline for lonely isolated older people - available 24 hours a day, 7 days a week, 365 days a year. £5 will pay for a call with an older person who may not have spoken to another human being all week.

In just over three years since launch, the helpline has taken over 1.3 million calls - and currently receives over 10,000 calls each week - from lonely and isolated older people. And sadly, demand for this service shows no signs of abating: around 80% of calls come from people phoning the helpline for the first time.

Both *Lavandula Angustifolia* 'Silver Line', a popular line introduced at the Chelsea Flower Show 2016, and *Lavandula Angustifolia* 'Silver Line Blue' have been specially grown by Hillier Nurseries to help raise vital funds for the Silver Line.

Lavandula 'Silver Line' is a wonderful variety of English Lavender that produces masses of pure white, fragrant, flowers throughout the summer and into autumn. It has soft, grey-green leaves, making it a perfect foil to other shrubs and perennials in a mixed border or patio pot.

Lavandula 'Silver Line Blue', new to Hillier in 2017, is a similarly fragrant variety of English lavender to 'Silver Line', but with striking soft-blue flowers. Both varieties are well loved by bees and butterflies.

Hillier Chairman, Robert Hillier, OBE VMH, commented: "We are delighted to be able to support the work of this very important charity." He adds: "*Lavandula* 'Silver Line' was well received last year by our customers and we are happy to also be able to offer a beautiful blue variety this year. They are two great plants that support a very worthwhile cause."

The two lavenders are available to buy now from Hillier Wholesales Nurseries and come in a 2-litre pot size. For enquiries contact the Hillier Nurseries sales team on 01794 368733 or email sales@hillier.co.uk

Further information:

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About The Silver Line (www.thesilverline.org.uk)

- The Silver Line (0800 4 70 80 90) is the UK's only national, free, confidential, 24-hour seven-days-a week, helpline for lonely and isolated older people:
- Since its national launch in 2013, the helpline has received over one million calls.
- 68% of calls are after 6pm or at weekends; while 67% of callers contact the helpline because they are lonely or isolated, 90% live alone, and 54% say they have no one else to speak to.
- The Silver Line has recruited and trained more than 3,000 volunteers who make regular friendship calls or exchange letters with older people.

About Hillier Nurseries (www.hillier.co.uk)

- Hillier was founded in 1864 by Edwin Hillier and remains a family-run nursery with the fifth generation now actively involved in the business. Hillier employs 500 people across its wholesale nursery, trees and garden centre divisions and grows approximately two million plants a year, it is the largest tree grower in the UK. Over the years, Hillier has been responsible for numerous plant introductions, many of which have become essentials in British Gardens.
- Hillier has been involved in the RHS Chelsea Flower Show from the early days and is the most successful exhibitor in the show's history with a record 71 consecutive RHS Chelsea Gold medals. Chelsea is a large part of the story of Hillier, the family and the nursery.