



It's Good to Grow

Launching our new schools growing initiative via the My Morrisons app and website

What are we doing and why?

We're giving away FREE gardening equipment for schools!

On Monday 6th September we will launch 'It's Good to Grow'. The programme aims to encourage school children to get outdoors and get growing, helping them to understand where their food comes from and how to grow their own fruit and vegetables, in order to make healthier food choices now and in the future.

To take part, customers just need to have a My Morrisons account and every time they swipe when they shop they'll collect **Grow Tokens**. Schools need to register in advance in order for customers to nominate their school to receive the vouchers.

How does this work?

- Between Monday 6th September and Sunday 24th October for every £10 spent in store or online, customers will get 1 Grow Token which they can donate to their chosen school
 - Exclusions apply, including tobacco and fuel sales
- Customers will use their My Morrisons app or card when paying to collect their Grow Tokens
 - Token cannot be retrospectively added to a customers account
- Customers can select the school they'd like to donate their tokens to within their My Morrisons account
- From 1st November schools will be able to redeem their Grow Tokens against a wide variety of gardening equipment
- Schools will start receiving their order between the end of January and the end of March

Be sure to register ASAP!!

Equipment list

The following categories of products will be available for schools to order from. Specific items will be available for schools to view from the 6th September via the itsgoodtogrow.co.uk website.

Category	Example equipment
Garden tools	Spade, fork, dibbers, garden scoop, broom, child's wheelbarrow, child's hand sized tools (rake, trowel, fork, shovel), tool pouch, bucket
Protection	Gloves, aprons, smocks
Propagation & growing	Planters, potato barrel, grow bags, flower pots, walk-in greenhouse, mini greenhouse, propagator, troughs and saucers, tomato pots
Seed kits	Salad mix, wildlife flowers, autumn & winter vegetables, herb garden, organic kits
Seed packs	Carrots, tomatoes, lettuce, chard, beetroot, climbing beans, pumpkin, parsnips, basil, peppers
Watering & irrigation	Water butts, watering cans, hose reel and hose
Raised beds	Various sizes inc wheelbarrow access height.
General equipment	Shelving unit, fruit cage net, kneeling pad, plant labels, trugs, soil thermometers, rain gauge, CCTV bird box, bee/insect house, magnifying glass
Compost	Composting bin, 20 litre all purpose compost