



The Roof Gardens in Kensington Launches 'The Gardening Club'

Keen urban gardeners will be soon be able to roll up their sleeves, as this month sees one of London's most unique and extraordinary gardening landmarks – The Roof Gardens in Kensington – launch an exclusive 'Gardening Club'.

'The Gardening Club' will offer members access to the 1.5 acres of beautiful themed gardens, six floors up in the heart of Kensington, combined with an attractive benefits package including seasonal social events.

Upon signing up, members will receive a branded gardening shirt, a quarterly newsletter containing seasonal expert advice and Roof Gardens news, and can enjoy up to 15% discount when dining at the venue's award-winning Babylon Restaurant on selected weekdays.

Members' will be invited to a Sunday morning event on selected dates where members will be able to listen to a speaker from the gardening world on subjects from urban bee-keeping to summer bedding followed by a demonstration from Head Gardener, David Lewis. The first event will take place on Sunday 18th April 2010 with keynote speaker, Philippa O'Brien, International Garden Designer and urban Bee Keeper. Subsequent member events will take place on:

- Sunday 25th July 2010
- Sunday 24th October 2010
- Sunday 23rd January 2011

Head Gardener David Lewis, said: "The Gardening Club is designed to unite urban gardening enthusiasts in a social setting and provide an informative insight into hot topics and seasonal subjects."

Membership costs just £25 per person which includes the first event; there's a £10 charge for each subsequent event. 60% of the money received will be donated to Mission:Possible – the group wide fundraising scheme for Virgin Staff established in support of Virgin's Sponsorship of the London Marathon. The Virgin Limited Edition team is committed to raising a total £80,000 for its four

runners, which includes our very own David Lewis and Babylon's very own award- winning Restaurant Manager, Peter Avis.

With views across London's skyline, The Roof Gardens boasts fully grown oak and fruit trees and a flowing stream, with fish and resident wildlife including the infamous flamingos, set amongst the three themed gardens.

For more information or to join, please contact The Gardening Club team on 020 7368 3981 or email gardeningclub@roofgardens.virgin.com

Notes for Editors:

- 15% discount at Babylon Restaurant is applicable for lunch Monday - Friday and dinner Monday - Thursday, special occasion excluded, subject to availability
- The Roof Gardens is part of Virgin Limited Edition – Sir Richard Branson's private collection of retreats
- For full garden information or to organise a meeting with David Lewis, Head Gardener at The Roof Gardens, please contact Jessica Patrick at EdenCancan on 0207 395 0500 and at jessica.patrick@edencancan.com

The Roof Gardens

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www.roofgardens.virgin.com

Virgin Limited Edition is a collection of award-winning unique retreats chosen for their stunning locations, magnificent surroundings and offering a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, The Lodge in Verbier, Necker Belle, a 105 foot luxury catamaran and Necker Nymph, a three man aero submarine.

For further information please visit www.virginlimitededition.com