



Cottage Suite The Old Brewery 53 Wine Street Bradford on Avon BA15 1NS

19th April 2010

**GARDENING SECRETS UNEARTHED
WITH LAUNCH OF *DIGGING UP MEMORIES***

Launching at the London Book Fair, 19th April 2010, *from you to me Digging Up Memories* is the first of its kind: a gardening journal you give to receive back.

Do you remember your mother explaining the best way to grow vegetables, or your father showing you how to plant seeds? Can you recall the gardening tips of your grandparents? *Digging Up Memories* will capture the voices and experiences of generations in the garden, recording secrets and stories to be shared amongst family and friends.

A *from you to me* journal is the gift with a twist - as you give it to receive it back. Once completed a *Digging Up Memories* journal will hold a treasure trove of advice and tips to pass on to every budding gardener for generations to come.

First time exhibitor at the London Book Fair 2010, *from you to me* publishers will be launching *Digging Up Memories* as well as showcasing the other 14 titles in the series. This is the gift that begins as a journal and finishes as a book to be read, treasured and passed on.

Come take a look at the latest addition to the phenomenon that just keeps on growing – the *from you to me* stall: Stand G433

– ends –

For further information and hi-res product photography please contact: Alex Campbell on 01225 866225 or 07986 185169 or email: alex@fromyoutome.com

T +44(0) 1225 866225 **F** +44(0) 800 007 3162

E hello@fromyoutome.com

www.fromyoutome.com

Registered office: from you to me limited Hackless House Murhill Bath BA2 7FH UK

Company registration number: 6106502 given at Companies House Cardiff



Notes to Editors:

- The journals ask the questions that trigger a thousand memories, helping pass on the stories and experiences of family members and friends. There's space to record personal stories, attach photographs and include mementos from their lifetime.
- Neil Coxon created the *from you to me* range when he realised some of his own family stories had been lost and could never be retold. Recognising his family and friends needed help in telling their stories, he put together the questions which became the *from you to me* 'journals of a lifetime'.
- The full range of *from you to me* journals includes 15 titles for all the family, for friends and for Christmas memories. They are all priced at £11.99 and are available from gift shops and book stores nationwide or from www.fromyoutome.com
- The *from you to me* journals of a lifetime won the UK Gift Association's Gift of the Year Award 2008 and the gift trade's Product of the Year in 2008.
- The first journals of a lifetime were launched in 2007 and have since sold over 300,000 copies. They sell in over 700 stores nationwide – and across the globe, from Canada to Australia.

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