

**Seedball return to RHS Chelsea Flower Show with wildflower celebration of beauty, functionality and biodiversity alongside WaterAid partnership**

**Stand EAE17**  
**21<sup>st</sup> – 25<sup>th</sup> May**

Disruptive wildflower company, Seedball, is set for a big presence at the world-famous RHS Chelsea Flower Show 2024, with an inspirational stand full of edible, medicinal and beautiful plants, and a partnership with Tom Massey's WaterAid show garden.

For the first time, Seedball has supplied 25,000 bespoke matchboxes for Tom Massey's WaterAid, drought-resistant show garden to be given away to visitors. Inspired by WaterAid's work with communities around the world, the garden harnesses the power of gathering rainwater to show that even with the changing climate and a warming world, a resilient and thriving garden is achievable if water is managed and collected sustainably. Each box contains six seed balls made from a mix of ten drought-tolerant wildflower seeds inspired by the WaterAid Garden. All species will be featured in the garden, including comm on knapweed, wild carrot, common poppy and many more.



Commenting on Seedball's collaboration with Tom Massey, Ana said: "We are so thrilled to provide bespoke seed balls for Tom and the WaterAid Garden. Each year we are seeing the effect more and more of climate change, and this is impacting the plant life in our gardens too. But through water conservation and rain harvesting we can support plants, reduce water waste and make a big difference.

"The boxes supplied contain a selection of seed balls, all of which contain the species, or very close relatives of, the plants on display in the WaterAid Garden. They have been picked for their drought-tolerant properties and ability to thrive in challenging conditions, as well as their positive impact on wildlife."

Visitors inspired by the WaterAid garden will be able to speak directly to the Seedball creators as their open stand, which can be found at **EA517**. The stand will invite visitors to step into a world where flowers and culinary delights combine, looking at the other side of the power of plants. The dazzling display of native plants will be presented on hanging racks and shelves, creating a beautiful, yet practical display to invite guests in to enjoy and learn more about these fantastic floral creations. The display has been created by Seedball to demonstrate the connection between beauty, functionality and biodiversity, and in a way that gardening gurus and newbies alike can take inspiration from and replicate the creations easily at home.

Ana Attlee, conservation scientist and co-founder of Seedball, said: “RHS Chelsea is arguably the most significant date in the horticultural calendar, so we’re super excited to be back there this year, with an even more interactive and open display for visitors to enjoy exploring.

“Our aim is to showcase the incredible diversity and versatility of wildflowers, wild herbs and salad plants, demonstrating how they not only look beautiful but also serve practical purposes in the kitchen for food, for our health and of course for wildlife too! We hope to inspire visitors to embrace the potential of wildflowers to transform their gardens into vibrant, thriving ecosystems that nourish nature, body and soul, as well as creating a display of colour and beauty to adore”.

For more information about Seedball, and to browse its collection of unique wildflower products, visit [www.seedball.co.uk](http://www.seedball.co.uk)

#### **NOTES TO EDITOR**

Seedball was founded by two conservation scientists wanting to boost biodiversity and help wildlife.

The unique products Seedball produces are balls made of clay and peat-free compost containing 30 – 100 seeds per ball, and a touch of chilli powder to deter slugs and snails. The company creates wildflower seedballs in mixed or single variety packages that are developed to help reverse the decline in pollinators and garden wildlife.



Seedball Ltd is an innovative organisation on a mission to help increase the abundance of British wildflowers and the wildlife that depends upon them.

Funding Project Maya CIC, Seedball manufactures wildflower seed balls using a unique innovation of wildflower seeds mixed with clay, peat-free compost and chilli powder to naturally protect seeds from predators. This year, Seedball's profits have enabled it to purchase land to protect and rewild to support and boost local biodiversity. Its products are sold in over 900 stores in the UK, including Kew Gardens, The Woodland Trust and Blue Diamond Garden Centres, as well as online retailers such as Crocus and Marie Curie. Seedball also donates products to hundreds of schools and community groups to help support their nature projects.