

East of England Show, 17th, 18th & 19th June 2011

Press Release



East of England Show Gets a Little Bit Woolly!

The East of England Agricultural Society is delighted to be supporting British sheep farmers and the recent Campaign for Wool by including a brand new **All About Wool** section into this year's East of England Show being held on 17th, 18th and 19th June this year, on the East of England Showground in Peterborough.

The new section will be an additional educational resource in a show that aims to spread the word about the importance of British farming and food and how vital it is that we buy British.

'Therefore we felt it important that this year we are able to promote wool and support our beleaguered sheep farmers. The Campaign for Wool has been doing such great work in raising awareness of wool as a material and we really hope this is a sign of good things to come for sheep farmers,' said Kerry Buttriss, Agricultural Manager at the Society.

The All About Wool area will feature the East of England Show's fleece competition, plus suppliers of wool products showing how this traditional material has evolved into a very modern product. It will tell the story of wool from sheep to jumper (or carpet, insulation material, the list goes on).

The Society is delighted to announce that it will also have the ever popular Sheep Shearing Show, giving a practical demonstration of how and why sheep are shorn in an amusing and entertaining way.

The East of England Show already features a number of educational areas, including the Kids Kitchen, where this year children will be able to cook their own British fruit crumble and discover where all the ingredients come from and how they are farmed.

The Farms R Us section is a popular section where children (young and old!) can get close to farm animals and machinery and find out how farming works.

In addition to the educational side, the Show also celebrates the best of British livestock with three full days of cattle, sheep and pig classes. The Show always attracts some of the country's finest livestock and the standard just seems to improve every year. This year's beef cattle classes will be

hosting both the Longhorn National Show and the Beef Shorthorn National Show. Sheep classes will include Blue Texel Sheep for the first time.

There are also equestrian classes featuring a multitude of breeds from Shires to Shetlands, plus scurry classes, show jumping and the inter hunt relay. The country sports area will also provide visitors with a chance to see demonstrations of a wide range of rural crafts, skills and pastimes.

If your organisation is involved in the production of woolen goods or the promotion of British wool and would like to be involved in the All About Wool section of the East of England Show please contact Kerry Buttriss at livestock@eastofengland.org.uk

Tickets for the East of England Show are on sale now at www.eastofenglandshow.org.uk
Schedules for the Livestock classes can also be downloaded from this website.

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Notes to Editors:

The East of England Show is organised by the East of England Agricultural Society and takes place on 17th, 18th and 19th June 2011 on the East of England Showground, Peterborough PE2 6XE

Advanced tickets: Admission on Friday is £5.00 for adults and Senior Citizens. Children are free. Advanced tickets for Saturday and Sunday are priced at Family (2 adults + 2 children) £28, Adult £13, Senior (65+) £10.20 and Children (5-16 years) £6. There is a £1.50 booking fee per transaction. You can book by telephone by calling 0845 600 5445 or book on-line at www.showground.org.uk.

On-the-gate-admission: Admission on Friday is £6.00 for adults and Senior Citizens. Children are free. Prices for Saturday and Sunday: Family (2+2) £31, Adult £15, Senior (65+) £12 and Children (5-16 years) £7.00. Gates open from 8.00am – 6pm and car parking is FREE, with a network of level tarmac roads for ease of access for the disabled. Children under the age of 16 must be accompanied by a full paying adult and dogs must be kept on leads at all times (dogs will not be permitted in the Food Hall).

The East of England Showground is easily accessible by car from all major routes and is well sign-posted. Rail passengers should travel to Peterborough Station (located approximately 6 miles from the Showground).

The Campaign for Wool is a cross-industry initiative convened by HRH The Prince of Wales in January 2010. As a serious environmentalist, the Prince believes the natural, sustainable origin and highly technical structure of wool can offer fashion, interiors and the built environment many superior benefits. Choosing real wool - as the Prince understands - will also help to care for our planet.

The combined efforts of the leading wool organisations, industry associations and the textile industry across the world has created a campaign to promote the wonderful properties that wool offers to textiles and in doing so, help to support sheep farming as an industry and the textile community internationally.