



May 2016

For Immediate Release

HEART-STOPPING DISPLAYS, SPORTS, PIG RACING AND SOME BIG NAMES AT THE 2016 KENT COUNTY SHOW

The 2016 Kent County Show on 8, 9, 10 July will contain the regular mix of animals, farming, food, entertainment and wonderful trade stands but organisers are delighted to announce a few new additions.

Taking centre stage on all three days in the main Astor Ring, will be the Bolddog Lings Freestyle Motocross (FMX) Display Team. Sponsored by Lings Honda, the team will ride the latest Honda motorcycles and take part in a heart-stopping display of aerial stunts and stunt riding. They will be wowing audiences with a series of death-defying tricks, jumps, rotations and stunts on their custom 17m long ramp, the largest in the world.

The Bolddog FMX team shot to fame in 2014 when they were finalists on 'Britain's got Talent'. The team had an amazing audition but just missed out on the grand final. On the show, head judge Simon Cowell said: "In terms of watching something and loving it, it was one of the most incredible things we have had on the show," Simon also noted that the group's willingness to risk everything with dangerous stunts was admirable.

Lucy Hegarty, Show Manager, said "We are really looking forward to the exhilarating display. The team will be performing twice a day on all three days and will be having an area on the Showground where visitors can drop by and meet the daredevils in person".

During the Kent County Show there will be a number of major sporting events taking place across the UK and Europe. Wimbledon sees the Ladies Final taking place on Saturday 9th and the Men's Final on Sunday 10th. The British Grand Prix at Silverstone takes place over the three Show days and football's big Euro 2016 final takes place in Paris on Sunday 10th July.

These hugely popular competitions need not be missed, the new 'pop-up sports festival' means visitors can enjoy these sporting moments whilst spending the day at the Kent County Show.

Kevin Attwood, Chairman said, "We think the number of major sports competitions and events during the Kent County Show weekend is unprecedented and we are delighted to have an area set aside for sports fans to make sure they can access the excitement first-hand with a massive, hydraulic outdoor screen, 7.2m wide and 4.8m tall". The Pop-Up Sports Festival will broadcast a selection of the events, subject to time and of event and public access*

*(licenses and paid-for subscriptions to be determined)

Another new feature for the 2016 Show will be Joseph's Amazing Racing Pigs, a number of rare breed pigs including; Tamworth's, Gloucester Old Spots and Saddlebacks, will fill the agricultural ring with their amusing antics. The handlers in country style outfits encourage them down the track by shaking a bucket of food and the pigs launch themselves over the hurdles in their rush to be the first to the bucket!

The event is run by farmers Joseph and Rebecca Fossett, who look after the pigs. When they are not racing, the six pigs live in a half-acre copse at the Fossetts' farm in Warwickshire, where they spend their time rooting in the earth and sleeping in their pig arc. Rebecca said, "The pigs enjoy it, they get their reward at the end with a tasty treat and also get lots of attention from people which they like".

The Kent County Show is also delighted to welcome some big names this year. Supermarket giant, Lidl will be promoting their grassroots football initiative with the English Football Association. The program aims to provide over a million children throughout England with professional coaching opportunities. Lidl will be bringing an

interactive, fun, family football experience to the Show. FA coaches will be on hand to offer advice and information about the initiative, with all children welcome to take part.

American fast food chain, McDonalds will be at the Show with an interactive virtual reality, farm to food counter experience. French brewer, Leffe Beer will also be offering adults over 18, samples of Leffe Blond beer, paired with tastings of British cheese and charcuterie. Tesco Stores will be explaining what they do to support the communities around their stores and raising awareness for their charity partners Diabetes UK and The British Heart Foundation.

Back for a second year is the 'Free From' Tour, an area where visitors are able to sample and buy a number of big brand, gluten-free, dairy-free and healthy food products. Visitors can find out how to improve their diet and address any potential allergy issues.

The online ticket system is now open to purchase discounted tickets for the 2016 Show. A family ticket will cost £43.20 in advance or £48 when bought at the gate. The family ticket entitles 2 adults and 2 children aged between 5 and 15 a full day entrance. Children under 5 go free and parking is free. Adult tickets are £19.80 in advance and £22 on the gate, a child ticket is £5.40 in advance and £6 on the gate. Multiday tickets cost £50 and are only available in advance.

The Kent County Show starts at 8am and stays open until 6pm although there is no rush to leave as some of the food stands stay open later. The Show has over 140 different activities, workshops, displays and competitions which run throughout the day and are often repeated daily.

****ENDS****

For further information and images contact Lucy Hegarty, Show Manager

lucy@kentshowground.co.uk 01622 630975.

Kent County Show – 8,9,10 July 2016

www.kentshowground.co.uk

www.facebook.com/kentcountyshow

<https://twitter.com/kentcountyshow>