

## **Press Release**

### **East of England Agricultural Society**

#### **East of England Show – Date Change for 2012 Onwards**

The East of England Agricultural Society (“Society”) today announces that its flagship Society event the East of England Show which this year takes place on the 17<sup>th</sup>, 18<sup>th</sup> & 19<sup>th</sup> June 2011 will be the last to be held in the month of June.

From 2012 onwards, the East of England Show will be held on an early July weekend and will continue to take place over a three day period. The dates for **2012** are **6<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> July** and for **2013** are **5<sup>th</sup>, 6<sup>th</sup> & 7<sup>th</sup> July**.

In addition, the East of England Show will once again incorporate the East of England Championship Dog Show, a major qualifier for Crufts. This arrangement operated very successfully for many years prior to 1999.

The 2011 Just Dogs Live event, which currently hosts the East of England Championship Dog Show is scheduled for the 8<sup>th</sup>, 9<sup>th</sup> & 10<sup>th</sup> July 2011.

The Society Chairman Andrew Sharpley stated:

“The Society has decided that holding our successful weekend show format in early July for 2012 onwards will create a more appropriate date in the diary for the agricultural community in general, our members and specifically to avoid the schools exam period. Farmers and families are at the heart of our charitable, agricultural and educational objectives. The content of the Show will once again be enriched by combining with the East of England Championship Dog Show to create a vibrant, social and educational event for all those associated with or wanting to learn about the countryside and agricultural activities.”

**For further information, please contact:**

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**Vice Chairman of the East of England Agricultural Society and Chairman of the Summer Show Committee: Rupert West - 07801 635080**