



MEDIA RELEASE

NEWCASTLE, 23rd February 2015

WE KNOW YOU'LL  IT!

And thousands will also be 'loving' every minute of the 2016 IGA Newcastle Show from Friday 4th March to Sunday 6th March.

Today we launch our campaign to deliver you as much fun as we can to make you love your Show! Newly elected President of the Newcastle Show Association, Brett Gleeson provided his vision of where our Show is heading, "It's all about the children – our youth. Our youth are our future. This year we have had involvement from local high school and TAFE students who have provided time, ideas and hands on involvement, all contributing to making this a great event" Mr Gleeson said. He also went on to say that the Show Association created an historic milestone with the election of two Vice Presidents, and our first female Vice President.

Event, Marketing and Media Manager Dana Pichaloff said "We promise fun and we will deliver. There's so much more to see and do this year; the little kids and the big kids can take in the revamped McCarroll's Agricultural Precinct observing traditional rural activities". There's also spinners and weavers, produce displays including local honey, olive oil and organic wine, herbs and vegie displays, plus facts about our own Hunter region. Clever working dogs, a billy boiling competition and guess the weight of the steer competition too and of course the thrilling fence post splitting demonstration. Students from Big Picture Education's Cooks Hill Campus have contributed to making this precinct a fun environment.

As 2015 proved so successful, the return of the Food and Wine Expo will again host the celebrity SMEG cooking stage featuring MKR's Carly and Tresne and MasterChef's Courtney Roulston and a few more serving up their favourite recipes and ideas to try at home as well as the IGA tasting tables where guests can enjoy free demonstrations each day; fresh produce PLUS many more exhibits to explore and indulge.

For the young at heart, not only will there be traditional attractions like rides, sideshow alley and showbags of which there are over 120, they can also check out the amazing Lego fan expo in the Entertainment Centre – bigger and better and more interactive than 2015.



And of course there's the Centre Ring entertainment with the traditional show events like tent pegging, camp drafting and show jumping, the return of the FMX Kaos Motocross and the very talented precision driving skills of Isuzu Team D-Max. Each night at 9pm everyone can enjoy the colourful Bristol Paints fireworks PLUS performing live after the 9pm Saturday night fireworks is popular Newcastle band GenR8.

With three entertainment stages and more than 600 school children participating on the community and entertainment stages over the course of the show, this event is definitely a crowd pleaser. The Irawang High School Drum Corps will feature along with so many talented young performers from Newcastle and the Hunter.

This is just a taste of what you can expect at this year's IGA Newcastle Show. There really is so much more to take in. That's why.....

*There are so many reasons to love your **SHOW!***

**** ends ****

For immediate release:

Contact

Dana Pichaloff

Event, Media & Marketing Manager

0418 687 195

