

MEDIA RELEASE



THE 'BLOKES FROM THE BUSH' ARE IN TOWN

17th February 2016

IGA Newcastle Show, proudly welcomes the "Blokies from The Bush" McCarroll's Automotive Group Newcastle to the show family, as major sponsor of this year's Agricultural Precinct.

Since the 19th century, agricultural shows have provided locals with an opportunity to celebrate achievements and enjoy a break from day-to-day routine. With a combination of serious competition and light entertainment, annual shows acknowledged and rewarded the hard work and skill of primary producers and provided a venue for rural families to socialise. Agriculture shows are often enlivened with competitive events, including show jumping food competitions, tent pegging and wood chopping just to name a few, and certainly open the eyes of the urban dweller.

McCarroll's General Manager, Marketing & CRM Chester Wong, said "*the natural synergy of McCarroll's working with the Show's Agriculture Precinct was a great fit with our direction. We're proud to be involved in such an iconic event and believe it's a great opportunity to be involved and connect with the Newcastle and Hunter community*".

2016 promises to highlight our wonderful catchment here in Newcastle and the Hunter Valley, and we know you won't be disappointed. This year you can experience...

Static tractor display.... produce displays – herbs, fruit and vegies, olives, honey, organic wine....brewers – home brew competition and tasting..... spinners and weavers..... animals – alpacas, goats, sheep, donkeys, you can even try to guess the weight of the steer. You can even have your photo taken in the face cut out boards! On Sunday there will be special demonstrations with the skilled working dog display, fence post splitting and the fun Billy Boiling Competition. There's also a great [Schools Section](#) - more on the Show website.

We thank McCarroll's Newcastle for 'coming on board' with Ag to sow *the 2016 seeds*.

So many reasons to love your Show!

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FOR IMMEDIATE RELEASE
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