

PRESS RELEASE

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## **Shop window competition to showcase county show**

Organisers of The Royal County of Berkshire Show are calling on shops and businesses across the county to display their creativity and support farming by taking part in a competition to showcase the theme of "great British food" at the show (19-20 September).

The Newbury and District Agricultural Society, which organises The Royal County of Berkshire Show, celebrates its centenary this year and this will also be the 100<sup>th</sup> year since the first show was held at Enborne, near Newbury.

The displays to mark this special occasion should be in shop and business windows for at least two weeks prior to the Show during which, judging will take place. Every business taking part will receive a pair of tickets to one day of the event. The overall winners will receive two extra family tickets including entry to the Members' Enclosure plus the opportunity to display a banner in the Main Arena at the Show.

To enter, displays must include the name and location of the show, The Royal County of Berkshire Show at Newbury Showground, the dates of the show (19-20 September 2009) and the Show's website address, [www.berkshireshow.co.uk](http://www.berkshireshow.co.uk)

According to Show Manager, Catherine Bates, this is not only provides the chance to be part of the major event in the county's calendar and show support for the farming community at the same time, but also offers a great opportunity for businesses to win some free advertising in a prime location.

She said: "We are hoping for a wide variety of entries. Anything goes, whether it be tasteful, quirky or alternative. This year, it is our Centenary so we have linked with others who are celebrating anniversaries; in the Main Arena we have a grand parade of Morgan cars, the Royal Navy Parachute Display Team and Her Majesty's Band of the Royal Marines."

To find out more about what is happening at this year's show, see [www.berkshireshow](http://www.berkshireshow)

To enter the competition, simply request and complete an application form, which is available by email from [office@newsburyshowground.co.uk](mailto:office@newsburyshowground.co.uk) or by post to Shop Window Competition, Newbury Showground, Priors Court Road, Hermitage, Thatcham, Berkshire RG18 9QZ.

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