



PRESS RELEASE

HAVE-A-GO SPORTS ON OFFER AT THIS YEAR'S SUFFOLK SHOW

22 April 2016

Visitors to this year's Suffolk Show will have the opportunity to try out more than 35 different sports for free in one of the event's most popular attractions – the Sports Village.

Run by Suffolk Sport, the Sports Village is visited by thousands of show goers every year as they try their hand at a variety of different sports, including new and exciting activities such as foot golf and zorb football, as well as more popular sports including boxing, tennis, archery and badminton.

A new attraction for the Sports Village for this year is the 'Out of the Block' challenge, where visitors can see if they measure up to Usain Bolt by seeing how quick they are at sprint starts and take 'selfies' on a winners podium. Inspired by Rio 2016, there will also be an Olympic-themed challenge for families to take part in.

The main theme for this year's Sports Village is 'Every Minute Counts' to illustrate that any amount of exercise and physical activity, no matter how small, is valuable. Through the campaign Suffolk Sport will be encouraging people to break exercise up into bite size chunks and make small changes which can easily be fitted into their everyday lives. For example, families will be able to have a go on a variety of different bikes, from full size right down to balance bikes for the very young, to encourage them to cycle to and from school rather than drive.

Show Director, Bill Baker, said: "The Sports Village is rated as one of our visitors' favourite attractions and we're really looking forward to see what exciting sports and activities will be on offer to show-goers this year. All the activities in the Sports Village are free to have a go at and all ages are welcome – I really do recommend everyone who's coming to the Show this year pays the area a visit!"

Kathryn James from Suffolk Sport leads on the organisation of the Sports Village at the Suffolk Show. She said: “We are really looking forward to welcoming everyone into the area this year; there is a fantastic choice of things to do. For teenagers we have got some great sports like boxing, tchoukball, zorb football and canoeing machines to encourage them to try something new and hopefully prevent them from dropping out of sporting activity.

“Meanwhile for adults, as well as numerous tasters to try, we have some simple fitness tests to have a go at, so come and seek them out in our Active Adults Marquee!”

In addition, visitors can visit the pledge trees where they can make a resolution to become more active and receive support and advice from Suffolk Sport and all the partners delivering the village to help them achieve their goal.

Tickets are now on sale for this year’s Suffolk Show, which takes place on Wednesday, June 1 and Thursday, June 2. Tickets are now on sale – under 15s go free and advanced tickets cost £21, saving £6 from the on-the-gate price. Advanced tickets can be purchased from www.suffolkshow.co.uk or by calling the ticket hotline on 01473 707117.

Suffolk Sport runs the Sports Village at the Suffolk Show in association with a number of local partners, sports clubs, volunteers and young people who are part of the Suffolk Sport Topleader scheme.

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Photo Caption: Visitors will be able to have a go at a variety of sports at this year’s Suffolk Show



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Notes to editors:

The Suffolk Show is run and managed by the Suffolk Agricultural Association. As a charity, the SAA's core purpose is to promote the importance of food, farming and the countryside to the economy and character of Suffolk through the Suffolk Show itself and a series of education programmes aimed at young people in schools and colleges.