



## **MEDIA RELEASE**

### **The Royal Highland Show –**

#### **“The Greatest Show On Earth”**

The Royal Highland Show is Scotland’s leading outdoor event showcasing all that’s best in farming, food and countryside. The 2011 show - June 23-26 - will be the 171st and the 51st to be held at Ingliston, near Edinburgh. It regularly attracts over 175,000 visitors with the 2010 attendance breaking all records at 187,644. Sponsored by The Royal Bank of Scotland, the show is one of the country’s most iconic and historic brands, mixing serious agri-business with fun, music and entertainment. There’s a Countryside Area, Forestry Arena, Agri-Trade Area, Children’s Discovery Centre, Outdoor Living Area, Motor Zone, Equestrian Village, Food and Drink Hall, Shopping Arcade, Honey Marquee and Handcrafts Pavilion...not to mention 5000 of the UK’s finest cattle, sheep, goats and horses plus competitions, demonstrations and loads of all-action features! As the marketing says...“The Greatest Show On Earth!” For tickets and opening times, check out [www.royalhighlandshow.org](http://www.royalhighlandshow.org)