

**PRESS RELEASE**

**17/24**

Tuesday 09 April 2024

**Win a trip to Balmoral Show for your class!**

THE biggest agricultural event of the year is just around the corner and this year the Livestock and Meat Commission (LMC) is giving Key Stage 2 classes an opportunity to win a trip to Balmoral Show.

The lucky winners will take part in an interactive and educational guided tour around the show to learn more about the farm to fork journey of our food. Winning classes will also be invited to the LMC stand where there will be an opportunity to learn more about Northern Ireland Farm Quality Assured (NIFQA) beef and lamb and to receive goodie bags.

Outlining how to enter, LMC education and consumer promotions manager, Sarah Toland said, “The competition is open to all Key Stage 2 classes in Northern Ireland and entry simply requires the creation of a short 30 second video telling us why your class would like to win this prize. Video entries should be uploaded to our website, [food4life.org.uk](http://food4life.org.uk) before Monday 22 April at 4pm. The LMC panel will then review entries and select winners. Winning classes will be notified via email and will win tickets to the show for their class, a guided tour around the showgrounds and transport to and from the show.”

The competition coincides with the 25<sup>th</sup> anniversary of LMC’s education programme. This year the Commission’s stand will showcase the evolution of its education programme over the past 25 years.

Sarah concluded, “This is a milestone year for LMC’s education programme and we have an array of exciting plans in the pipeline to mark this special occasion. We are delighted that part of these plans includes this exciting competition to provide primary pupils with a practical, educational insight to our food and farming sector.”

**ENDS**

**Photo captions**

**001 – Children visiting the LMC stand at Balmoral Show 2023**

**002 – LMC education and consumer promotions manager, Sarah Toland**

**Notes to Editor**

The Livestock and Meat Commission may take photographs and videos at announcements and events to publicise its work. Photographs, interviews, videos or other recordings may be issued to media organisations for publicity purposes or used in promotional material, including in publications, newspapers, magazines, other print media, on television, radio and electronic media (including social media and the internet). Photographs and videos will also be stored on LMC's internal records management system. LMC will keep the photographs and recordings for no longer than is necessary for the purposes for which they have been obtained. LMC's Privacy Policy is available on our website.

For more information contact LMC on: 028 9263 3000

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