**LINCOLNSHIRE SHOW: WHAT’S NEW FOR 2023**

AHEAD of the [Lincolnshire Show 2023](https://bit.ly/43zEcAs) on 21st and 22nd June, the [Lincolnshire Agricultural Society](https://bit.ly/LincsShowground) (LAS) has revealed details of an extensive list of exciting new additions for this year’s Show.

Marking a Lincolnshire Showground first, visitors will be able to navigate the Show on the new Lincolnshire Show app which will include an interactive digital map, exhibitor list and full itineraries for each day.

In another Show first, this year’s event will also welcome the inaugural Farmers Weekly Britain’s Fittest Farmer Qualifier. The event will see farmers from across the country go head-to-head in a series of fitness challenges, in the battle to be crowned Britain’s Fittest Farmer.

Meanwhile, taking place at the Main Ring, this year’s event will see the return of the Shetland Pony Grand National which, unlike previous years, will now take place across both days. During the popular fixture, teams of mini professionals - ranging from ages eight to 14 years old - will saddle up to compete for a range of coveted trophies.

Sarah Duxbury, trade and business development manager, said: “We’re really excited to be bringing some fantastic new additions to the Show this year. Although we love the return of the classics, we’re aways really passionate about making each year’s event even better than the last. This year visitors can expect two brilliant days out, with lots of exciting surprises they’ve not experienced before at Lincolnshire Show.

“This year we’re also pleased to announce the launch of our brand new Lincolnshire Show app. The app will be available to download for free on smartphones, and should make it easier than ever for visitors to get around the Show and to keep up to date with all the events over the course of the event.”

This year sees the expansion of the Countryside area with the addition of a new Blue Light Zone which will see members of the emergency services share their experiences, while helping to educate visitors on some of the challenges they face. They will also be taking part in demonstrations in the Countryside Ring, with Show attendees encourage to pay them a visit to see the vital work they do across the county.

Those exhibiting will include Lincolnshire Police, LIVES, Lincolnshire and Nottinghamshire Air Ambulance and Lincolnshire Road Safety Partnership.

Sarah added: “It’s fantastic to be welcoming the Blue Light teams to Lincolnshire Show this year. Lincolnshire’s blue light community work tirelessly each day to ensure thousands of people across the county have access to vital emergency support. Through the introduction of our new Blue Light Zone, we’re looking to help shine a light on the many Blue Light workers who are the real heroes of our nation.”

Further additions to this year’s popular event come in the form of the introduction of an enhanced Horticultural Zone, where keen gardeners will be able to see live demonstrations at The Potting Shed. Flower lovers who visit the upgraded zone will also get the chance to join local experts and learn about all things horticulture, including house plants, floral arts, allotment gardening and information about wildflowers.

The two-day event will also see demonstrations from the National Association of Flower Arrangement Society, who will be providing advice and guidance on what to do with supermarket flowers. Meanwhile, on The Potting Shed stage on the Wednesday, Royal Horticultural Society judge Martin Fish will be sharing his top tips for a spectacular summer garden.

The Lincolnshire Show is organised by the Lincolnshire Agricultural Society, a registered charity that aims to educate people about food, farming and the countryside.

For more information about this year’s show, exhibiting or sponsorship opportunities, or to buy tickets, visit [www.lincolnshireshow.co.uk](http://www.lincolnshireshow.co.uk/)

**ENDS**

For more information, press passes, or interview opportunities, please contact lincolnshireshowground@cartwrightcommunicationcs.co.uk at Cartwright Communications on 0115 853 2110.

**Notes to editors:**

The 270-acre Lincolnshire Showground is owned by the Lincolnshire Agricultural Society. The Society was formed in 1869 with the objectives being: “the furtherance, welfare and progress of the Agricultural Industry and all professions, trades and crafts connected therewith.” Today, those objectives are more important than ever to us and since 2005 we have had the additional focus of sustainability and protection of our natural environment for the benefit of future generations.

For more information visit [www.lincolnshireshow.co.uk](http://www.lincolnshireshow.co.uk/)

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