



PRESS RELEASE FOR IMMEDIATE RELEASE MONDAY 21.01.11

The Ideal Home Show Offers FREE Tickets for Troops to This Year's Show

For the second year running, the Ideal Home Show is offering its support to the Tickets for Troops initiative giving FREE entry for all members of the Armed Forces, to the 2011 Ideal Home Show, it was announced today.

All servicemen and women will be able to take their families to the event throughout the 17-day show from the **11^h – 27th March, 2011 at Earls Court, London.**

Troops can once again attend the event on any day they wish, as well as supporting the official dedicated **Troops Day on Saturday 12th March** where the Ideal Home Show in partnership with ABF The Soldiers' Charity, will present an exciting schedule of activity throughout the day as a tribute to our servicemen and women.

The 2010 event saw the 30 piece Royal Signals Band spectacularly opened the celebrations for the official Troops Day, accompanied by show ambassadors George Clarke, Suzy Perry, Linda Barker, Fiona Philips and Gregg Wallace who proudly opened the show with a fitting tribute to our troops.

Activities throughout the day included a traditional British Street Party, Military Band performances, a special performance by 13 year old singing sensation Olivia with her debut single 'My Angel's Friend' as well as all the other attractions.

This year, show organisers in association with The ABF the Soldiers' Charity will be offering a wide range of fun and exciting military themed activities for visitors to do throughout the event again for 2011, with a wide range of celebrity guests and our very own Ideal Home Show Ambassadors in attendance.

The Ideal Home Show Director, Lee Newton said: "The Ideal Home Show has always been a British institution going back to the First World War and has had strong, traditional connections with the Armed Forces and its servicemen and women, and we are delighted to be able to support Tickets for Troops in this way."

A spokesperson for Tickets for Troops said: "We do not believe there is any better way to show our nation's thanks and recognition for the work that our Armed Forces routinely do. We are thrilled that an event as famous and as prestigious as The Ideal Home Show has opened its doors in this way for the troops."

Servicemen and women who are currently serving, or who have been medically discharged since the Afghanistan war began in 2001, can apply through the Tickets for Troops charity website.

The Ideal Home Show will host **Troops Day this March, 12th at London's Earls Court from 10am.**

All troops need to do is go to www.ticketsfortroops.org.uk and register their details to qualify for tickets. Tickets for Troops was set up as a not for profit organization before Xmas and already has over 30.000 military personnel registered up and over 50.000 tickets have been donated by various organisations covering a wide range of events.

The famous, trend-setting show that made home-making a national passion is returning for its 103rd year in 2011, across 17-days. This year's show combines **EIGHT** sections in one, including; **Ideal Home Improvements, Ideal Show Homes, Ideal Food & Housewares, Ideal Gardens, Ideal Shopping, Ideal Woman, Ideal Gadgets, and Ideal Interiors.**

The show will be packed full of the latest trends, technological advancements, and design innovations embracing the social attitudes of 21st Century living. Visitors can also enjoy an array of exclusive offers, a packed programme of talks and demonstrations, and plenty of freebies from over 600 exhibitors, making the Ideal Home Show a truly fantastic day out.

The Ideal Home Show, London will open its doors for 17 days from 11th – 27th March 2011, at London's Earls Court. For more information, please visit <http://www.idealhomeshow.co.uk/ticketsfortroops/>

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Notes to Editors:

The *Ideal Home Show*, the UK's biggest and longest running consumer event, was acquired by award-winning events and publishing company Media 10, just two months ago from DMG World Media, the first time the show has changed hands in just over 100 years.

The Ideal Home Show has established itself as part of the social calendar of events and attracted over 265,000 visitors in 2010.

Follow the Ideal Home Show on Twitter http://twitter.com/ideal_home_show

The Ideal Home Show runs from 11th – 27th March at London's Earls Court. Tickets can be either booked online or by calling the **Ticket Hotline on 0844 415 4144**. Group bookings can be made by calling the **Groups Hotline on 0844 412 4650, or for further information about the show and to purchase tickets online visit the website www.idealhomeshow.co.uk**

Be part of the 'Ideal Homes for Heroes Appeal' 2011 in association with ABF The Soldiers' Charity by making a donation and help us to help more soldiers and their families. Simply visit www.soldierscharity.org/events-and-campaigns/ideal-homes-for-heroes-appeal/ or www.idealhomeshow.co.uk for further information.

Opening times:

10am – 6pm every day

10am – 9pm Thursdays

*Children under 16 do require a ticket which should be requested at the time of booking. Must be accompanied by a paying adult.

Please note that Free of Charge tickets do not qualify for a free showguide.

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For more details or enquiries about the event, please contact Alex Davison at Stuart Higgins Communications on 0207 096 5814 or email alex@stuart-higgins.com