



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

SAVE THE DATE
NEW LOOK IDEAL HOME SHOW
LONDON, MARCH 2010

BRITAIN'S most loved consumer event; *The Ideal Home Show*, is to be officially revamped to its former glory in time for the next show, running from the 20th March – 5th April 2010 at London's Earls Court.

The famous, trend-setting show that made home-making a national passion, will be returning for its 102nd year, with a completely new and revamped format; offering a 17-day long event, packed full of the latest trends, technological advancements, and design innovations; the show embraces social attitudes of 21st Century living.

The new-look *Ideal Home Show* will explore the world of home interiors and style with a fresh, new inspiring and entertaining show format that combines **EIGHT** shows in one, offering; **Ideal** Home Improvements, **Ideal** Village, **Ideal** Food, **Ideal** Gardens, **Ideal** Shopping, **Ideal** Woman, **Ideal** Gadgets, **Ideal** Interiors, as well as expert advice on everything from DIY to fine dining, gadgets and pampering, with a host of celebrity guests across the 17 days; there's something for the whole family, all rolled into one.

Next year's show will take visitors through an exciting and spectacular showcase of inspirational living, unveiling a series of industry first, UK product launches, and interactive features, as well as looking at topical issues such as social housing, homes and property trends, interiors, how to go green in the home and save money, offering inspirational living for everyone, helping consumers achieve their ultimate, Ideal Home.

A spokesperson for the show commented; "The Ideal Home Show is one of Britain's greatest traditional events. The show is famous for showing people how they can improve their homes as well as how we will all be living in the future.

"The Ideal Home Show has traditionally brought new concepts to life, trends in modern living, industry firsts and jaw dropping innovations and inventions that catch the imagination of all of our visitors, and next year's March show will be no exception, as we plan to bring the latest products, designs and technological advancements for helping consumers improve their homes and adapt to the current trends of 21st Century living".

"We want to welcome visitors from every corner of the UK to come and experience and enjoy the brand new Ideal home show, an event that we aim to make the UK's most unmissable event of the year", said show organisers.

The 2010 event takes place across *17 days, at Earls Court from 20th March – 5th April 2010.*

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

Ticket Information:

| | On Door | In Advance |
|---------------|----------------|-------------------|
| Weekday Adult | £15 | £10 |
| Weekend Adult | £17 | £12 |

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| Weekday Concession (Over 65's) | £14 | £9 |
| Weekend Concession (Over 65's) | £16 | £11 |
| Children under 16 | Free (ticket is required) | |
| Late Night Thursday Open until 9pm | £5 after 5pm | n/a |

Opening times:

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| Opening Day – 20 th March | 10am – 6pm |
| Weekdays & Weekends | 10am – 6pm |
| Thursday – late night | 10am – 9pm |
| Final Monday – 5 th April (Bank Holiday) | 10am – 6pm |

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 regularly attracts over 250,000 visitors every year.

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

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