



## FOR IMMEDIATE RELEASE

### **George Clarke, Gregg Wallace, Fiona Phillips, Linda Barker, Suzi Perry, and Monty Don Announced as Celebrity Ambassadors for the Ideal Home Show 2010**

**George Clarke (The Home Show), Gregg Wallace (Master Chef), Fiona Phillips (ex GMTV), Linda Barker (This Morning), Suzi Perry (Gadget Show) and Monty Don (Gardeners World)** have today been unveiled as the Celebrity Ambassadors of the new look Ideal Home Show, taking place next year from the 20<sup>th</sup> March – 5<sup>th</sup> April at London's Earls Court.

These highly acclaimed celebrities are joining this year's Ideal Home Show team, bringing with them insightful knowledge into their own specialist areas of expertise. They will form an expert panel, advising on content and features for the show, as well as making appearances throughout the 17 day event. This year's panel of celebrities will also offer exclusive demonstrations and top tips for every area of the home, including home improvements, interior design, home entertainment, and gardening, as well as live kitchen demonstrations, expert workshops and inspiring advice.

TV favourite and Channel 4's Home Show presenter **George Clarke** will be offering expert advice and workshops across the 'Ideal Home Improvements' section.

Master Chef star **Gregg Wallace** will be giving tips on how to create the perfect dishes in 'Ideal Food', as well as introducing some of the UK's top culinary names who will be cooking live in our Celebrity Chef theatre.

Former GMTV presenter and columnist **Fiona Philips** will be the face of the show's 'Ideal Woman' section, offering women advice on how to cope with the demands of 21<sup>st</sup> Century living.

Renowned TV interior designer **Linda Barker** will be offering tips on how to renovate and revamp rooms in your home for the show's 'Ideal Interiors' section.

**Suzi**, TV presenter and commentator for the MotoGP, will be joining the new look Ideal Home Shows' celebrity panel as the face of the Ideal House of the Future, where Suzi will present the very best in consumer gadgetry of the here and now. With interactive demonstrations showing the marvels of modern design that will excite even the minor gadgetier.

Acclaimed gardener **Monty Don** has joined the show as the representative for Ideal Gardens, where he will be offering visitors an insight into his expertise, plus the chance to see his ideas in action in the show gardens being created inside Earls Court.

Among our panel of celebrity faces, many more well known household names are being confirmed as guests to attend the show for 2010. Rob Nathan, Group Marketing Manager for the Ideal Home Show commented: "We are very pleased to be able to announce the celebrity line-up for 2010 so far. All of our representatives for 2010 are passionate about the Ideal Home Show; many

of them have attended the event for the past few years and we are pleased to have them on board as our advisory committee.

“Their ambassadorial roles will allow each of the celebrities to give their expert advice, ideas and input towards the features that will be created at the show.

“In addition each celebrity will attend the event and be involved in activities such as seminars and workshops with our visiting public. It is a great opportunity to learn from the best and come face to face with some great personalities”.

The famous, trend-setting show that made home-making a national passion is returning for its 102<sup>nd</sup> year, with a completely new and revamped format; now a 17-day long event, combining **EIGHT** sections in one, including; **Ideal Home Improvements, Ideal Village, Ideal Food, Ideal Gardens, Ideal Shopping, Ideal Woman, Ideal Home Gadgets, and Ideal Interiors.**

**The show will be** packed full of the latest trends, technological advancements, and design innovations embracing the social attitudes of 21<sup>st</sup> Century living. Visitors can also enjoy an array of exclusive offers, a packed programme of talks and demonstrations, and plenty of freebies from over 400 exhibitors, making the Ideal Home Show a truly fantastic day out.

*The Ideal Home Show, London will open its doors for 17 days from 20th March – 5th April 2009, 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](http://www.idealhomeshow.co.uk)

#### **Ticket Information:**

	<b>On Door</b>	<b>In Advance</b>
Weekday Adult	£15	£10
Weekend Adult	£17	£12
Weekday Concession (Over 60s)	£11	£9
Weekend Concession (Over 60s)	£13	£11
Children under 16	Free (ticket is required)	
Late Night Thursday Open until 9pm	£5 after 5pm	£5 after 5pm

#### **Opening times:**

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

#### **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 regularly attracts over 250,000 visitors every year.

Follow the Ideal Home Show on Twitter [http://twitter.com/ideal\\_home\\_show](http://twitter.com/ideal_home_show)

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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](mailto:alex@stuart-higgins.com)