

## BBC GOOD FOOD SHOWS & BBC GARDENERS' WORLD LIVE ANNOUNCE LEXUS AS NEW HEADLINE SPONSOR FOR 2014

Friday 31 January, 2014

River Street Events, organisers of the BBC Good Food Shows and BBC Gardeners' World Live are delighted to announce that luxury car manufacturer Lexus will be sponsoring the shows this year.

The global brand will join forces with the UK's biggest consumer food show which is home to more celebrity chefs, more demonstration stages and more of the finest food and drink producers from around the country than any other show.

Paul Marshall, General Manager Marketing & Strategy at Lexus comments, "BBC Gardeners' World Live and the BBC Good Food Shows provide an exciting opportunity for Lexus to display our progressive range of hybrid vehicles. We look forward to working with the River Street Events team to create an interactive experience for the shows' visitors".

With a strong heritage of 23 years, the BBC Good Food Shows attract over 245,000 food enthusiasts across the country and over 1,000 exhibitors take part every year.

Laura Biggs, Managing Director, River Street Events comments, "We are absolutely delighted that Lexus have confirmed their headline sponsorship. Paul Patterson, Head of Business Development for River Street Events, has worked hard to deliver a great opportunity for Lexus to become a key and integral part of our portfolio. Our shows offer Lexus the perfect platform to meet a very relevant audience face to face and we are really looking forward to welcoming Lexus to the shows."

The headline sponsorship comes at an exciting time for River Street Events following its takeover of BBC Haymarket Exhibitions last August and the recent announcement that it is launching a new BBC Good Food Show Spring in Harrogate in April 2014.

Tickets are on sale now for the BBC Good Food Show Spring, BBC Good Food Show Summer and BBC Gardeners' World Live.

BBC Good Food Show Spring – HIC Harrogate, 25-27 April  
BBC Good Food Summer - NEC Birmingham, 12-15 June  
BBC Gardeners' World Live – NEC Birmingham, 12-15 June  
BBC Good Food Show London – Olympia, 14-16 November  
BBC Good Food Show Winter – NEC Birmingham, 27-30 November

Ends

For more information please contact [naomi.hutchinson@riverstreetevents.co.uk](mailto:naomi.hutchinson@riverstreetevents.co.uk) or call 020 3405 4286.

Advance tickets are available now. Please check the relevant website for more details on the shows  
[www.bbcgoodfoodshows.com](http://www.bbcgoodfoodshows.com) [www.bbcgardenersworldlive.com](http://www.bbcgardenersworldlive.com)  
The BBC Good Food Shows & BBC Gardeners' World Live are organised and presented by River Street Events Ltd

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