

BBC WORLDWIDE ANNOUNCES BBC COUNTRYFILE LIVE AT BLENHEIM PALACE, 4th-7th AUGUST 2016

Four extraordinary days in August 2016 will see BBC Countryfile, Britain's most watched factual television show, brought to life in a new countryside event.

BBC Worldwide in conjunction with SME London have today announced their plans to stage a new outdoor countryside event, Countryfile Live, at Blenheim Palace from the 4th -7th August 2016. Countryfile is Britain's most watched factual programme with a regular audience of more than 6 million viewers. The spectacular grounds of Blenheim palace in Oxfordshire will host the new Countryfile Live event in partnership with the National Trust. Countryfile Live will display the very best of our living countryside. Other key rural organisations will also be involved.

The aim of the event is to bring the award-winning elements of this very popular programme to a live audience in an educating and entertaining environment. Countryfile Live will enable visitors to explore every aspect of the British countryside through a series of hands-on activities, talks and unique interactive features. Thousands of visitors are expected to attend the inaugural event throughout an action packed 4-day open period.

Bill Lyons, Executive Editor of Countryfile, says: *"I can't wait to see the programme brought to a live audience in such a spectacular setting and I know that the Countryfile team are equally excited. With rural issues at the very heart of the event it feels really special and the very best that the British countryside has to offer."*

Stephen Davies, Director of Live Events at BBC Worldwide: *"Bringing Countryfile to the public in this unique way is something that we've wanted to do for ages – we are really excited about bringing fans even closer to one of the most loved shows on the BBC - an Aladdin's cave of countryside related content which we can't wait for the audience to explore at close quarters."*

John Hoy, Chief Executive of Blenheim Palace: *"We are delighted and honoured to have been chosen as the venue for BBC Countryfile Live and we look forward to working with the organisers to support the launch of this new event here at Blenheim Palace in August 2016. It is an exciting prospect to launch such a prestigious new event for everyone who loves the countryside and for the many who watch Countryfile every week"*

BBC Countryfile Live at Blenheim Palace is organised by SME London, on behalf of BBC Worldwide. Exhibitor applications are now being taken via the website and more details about the event, including ticket prices and event features, will be revealed in the coming months at countryfilelive.com.

Countryfile Live will present the British countryside as never before and is set to become a favourite day out for everyone who loves rural life. Tickets for the event will be on sale later this year.

-ENDS-

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NOTES TO EDITORS

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About BBC Countryfile. On air every week since 1988, Countryfile is the BBC's flagship rural affairs programme and has earned a reputation for high quality reporting, stunning photography and some of the most memorable moments on British television.

In 2009 the programme moved from its established Sunday morning slot to the prime time Sunday evening schedule on BBC One. The change proved to be an immediate ratings winner, regularly attracting audiences of 8 million to the show and making it the most-watched factual programme on any TV channel.

About Blenheim Palace. Blenheim Palace is the home of the 12th Duke and Duchess of Marlborough and the birthplace of Sir Winston Churchill. This masterpiece of 18th century baroque architecture boasts over 300 years of history and is a World Heritage Site, surrounded by more than 2000 acres of Capability Brown's landscaped Parkland and Formal Gardens.

Not only an iconic part of history, Blenheim Palace is a living and changing experience with a wealth of events, themed tours and exhibitions throughout the year.

www.blenheimpalace.com

About SME London Ltd. Countryfile Live is being organised on behalf of the BBC by SME London Ltd, one of the most respected and trusted exhibition organisers in the UK. The team at SME is highly experienced in the launch and management of major consumer exhibitions. The company's credits include the BBC Good Food Show, London Fashion Week, The British International Motor Show, Art15 London, The House and Garden Fair and the Doctor Who Festival.

www.smelondon.co.uk