



Press release | May 2018

The Game Fair celebrates 60th anniversary in Warwickshire

Organisers are expecting more than 120,000 visitors at Ragley Hall in Warwickshire over three days in July for the 60th anniversary of The Game Fair.

Hailed as ‘Glastonbury for the green welly brigade’, The Game Fair covers everything from archery, clay pigeon shooting and food, to equestrian, fishing, dogs, and falconry, not to mention the amazing shopping.

First held in 1958, the annual event has grown from a gamekeepers’ get-together to become the most comprehensive countryside festival of its kind in the world.

Preparing to celebrate its diamond jubilee in style, The Game Fair will be bigger and better than ever before this year when it returns for the fourth time to Ragley Hall from Friday 27 to Sunday 29 July.

“When it was first held back in 1958 there were just 8,000 visitors over two days, but we are expecting more than 15 times this year,” explained managing director James Gower. “The Game Fair is much more than a countryside festival. It is a world renowned British institution. Some of our visitors have been going for decades, but the 60th anniversary will be very special and we’re excited about bringing it back to a fantastic venue like Ragley Hall.”

By remarkable coincidence, the stately home is marking its own 60th anniversary this year, while owner Lord Hertford, the 9th Marquess of Hertford, celebrates his 60th birthday just a few weeks before The Game Fair takes place.

“The house opened in 1958; I was born at the beginning of July; and The Game Fair is at the end of July,” explained Lord Hertford. “So it a very happy coincidence and I’m delighted that The Game Fair is coming back to Ragley Hall this year. I hope to be there all three days this year. I adore it.”

A 60-gun salute will mark the milestone on the opening day and organisers have promised to a lay on a bumper programme for visitors, with a number of special features supplementing the usual favourites.

In addition to the traditional fieldsports activities on offer, visitors will have a chance to learn from with the biggest names in fishing, shooting and hunting and mingle with award-winning chef, author and television presenter James Martin, who is this year’s celebrity chef. Ronnie



Scott's Live will provide evening entertainment, including big band, motown and soul, from the finest talent in the UK's jazz scene.

Managing director James Gower added: "I hope visitors will immerse themselves in the spirit of camaraderie and community we create for those passionate about the countryside."

For more information, visit: www.thegamefair.org or follow us on Facebook at www.facebook.com/TheGameFair.

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Editor's notes

1. The Game Fair® is being held at Ragley Hall in Warwickshire, Friday 27 to Sunday 29 July 2018.
2. The Game Fair® has secured venues for the next five years: 2018 – Ragley Hall in Warwickshire, 2019 – Hatfield House in Hertfordshire, 2020 - Ragley Hall in Warwickshire, 2021 - Hatfield House in Hertfordshire.
3. The Game Fair® is organised by The National Game Fair Ltd.
4. The National Game Fair Ltd took over running the event from the Country Land & Business Association in 2016.
5. The Game Fair® has been running since 1958.
6. Last year was the first year The Game Fair® was held at Hatfield House in Hertfordshire.
7. Approximately 116,000 visitors attended the event last year.
8. Approximately 1,000 businesses attended the event last year.
9. The Game Fair® team can be contacted via 01707 252707 or info@thegamefair.org.

Advance Saver adult tickets cost £27 and child tickets cost £10. On the gate, adult tickets cost £34 and child tickets cost £10. Accompanied children aged 8 and under are free. All members of the British Association of Shooting & Conservation are entitled to complimentary entry on one day. Members of CLA, CPSA, NFU, and Kennel Club all qualify for guest association rates.

There's also the option to upgrade your ticket to include exclusive access to hospitality areas as well as luxury food and drinks. The Platinum Package costs £199 for adults and £99 for children aged between 8 and 16-years old. The Gold Package costs £89 for adults and £60 for children.