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THE ROYAL AGRICULTURAL BENEVOLENT INSTITUTION

PRESS RELEASE

Wednesday 6th July 2011

Hunt the Welly at The CLA Game Fair

The CLA Game Fair charity of the year, the Royal Agricultural Benevolent Institution (RABI) will be staging a 'welly hunt' for young visitors to the fair at Blenheim Palace, from 22nd to 24th July. With the collaboration of supporting exhibitors the hunt, which will be centred on the RABI stand (F0699), takes in various areas of the event.

As well as providing entertainment for younger show-goers and highlighting supporting exhibitors, the hunt will be promoting RABI's annual Welly Week in October. Welly Week, which has proved especially popular with college students, young farmers and primary schools, provides the ultimate opportunity to emphasise the 'fun' element of fundraising.

Each year sees a growing number of welly events from welly discos and welly wanging competitions to decorating wellies and growing carrots in them, in fact anything that can be done with or in wellies. As well as raising much needed funds for special equipment, such as stairlifts, wheelchairs and other mobility aids, Welly Week raises awareness of the needs of disabled and elderly members of the farming community.

Exhibitors at The CLA Game Fair who have not been approached to be part of the Welly Hunt but would like to be involved are invited to contact Melanie Moughton on 01865 724931 – e-mail: melanie.moughton@rabi.org.uk.

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Notes for editors

The Royal Agricultural Benevolent Institution is the national charity for those involved in farming in England and Wales. Established in 1860, it assists all those in need in the farming community. While the main focus of RABI's work has always been the retired and disabled it also provides assistance to working farming families facing financial hardship as a result of a crisis such as illness, bereavement or events beyond anyone's control.

For further information:

RABI - visit www.rabi.org.uk or contact Nicholas Bond, RABI Press Officer on 01865 724931 (RABI office); 01789 721311 (home); 07748 927424 (mobile); nick.bond@rabi.org.uk

CLA Game Fair – visit www.gamefair.co.uk; press passes to the CLA Game Fair can be obtained by registering on the Press Area of www.gamefair.co.uk or contacting the CLA Game Fair on 0845 612 2050.

The royal agricultural charity providing financial support to the farming community past, present and future

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