



**AIB reveals new three-year sponsorship with Tullamore Live Stock Show  
12th February 2003**

On Wednesday 12th of February 2003 AIB, and the Executive of the National Livestock Show revealed details of a new sponsorship agreement. AIB will be the main sponsor of the National Livestock Show for the next three years.

The Tullamore Show is currently the largest one-day agricultural show in Ireland. It will take place on Sunday 10<sup>th</sup> of August 2003, at the Charleville Estate, Tullamore, Co. Offaly.

At the launch Mr. Michael Dowling, Head of Agri Strategy at AIB said, "The Tullamore show has for years been a showpiece for Irish farming and the wider rural community. AIB is therefore delighted to become title partner for the Show and we look forward to its continued success".

Mr. John Cleary, Show Chairman, noted that, "it is a great endorsement for the National Livestock Show to have Ireland's largest bank join us as the main sponsor and gives the show great confidence for the future".

This sponsorship by AIB gives the Show's Executive Committee a great boost in helping to plan for the future and to underpin the financial viability of the show, which costs over €350,000 annually to stage. The AIB National Livestock Show will have a prize fund of €120,000 and will attract the cream of Irish livestock to compete for the 40 national titles. The success of the Show in the past has attracted major trade exhibitors from Ireland and abroad and is now a showpiece of the Irish livestock and agriculture calendar, attracting up to 40,000 people to Tullamore each year.

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