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**Spritz-second sell out for Turriff Show Ladies’ Day Charity Event 2024**

The Turriff Show Ladies’ Day Committee will host their annual charity event one week prior to the 160th Turriff Show, building momentum for Scotland’s largest two-day agricultural show.

The event was established in 2018, and despite the two-year absence in 2020 and 2021, has raised over £62,000 for charities including, Charlie House, Mental Health Aberdeen, HomeStart Deveron, and Clan Cancer Outreach Support. Last year’s event, ‘Divas in the Den’, raised an incredible £20,000 for Scottish Huntington’s Association, and the world Suicide Prevention Project.

Once again, this year, tickets sold out within minutes of going on sale, demonstrating the success of the event. Sold by the Stephen’s from Thorneybank Farm Shop, who have been dedicated supporters of Turriff Show for generations, Ladies’ Day has become a core part of the local community.

“This is a record sell-out for the increasingly popular event. On the run up to tickets going live via our website, many reflected on the vibrancy from last year’s event and were very eager to secure tickets to ensure they could attend again to enjoy what is always a fantastic afternoon,” commented Penny Stephen.

Ladies’ day Committee Chair, Adele Allan added, “Whilst the entertainment remains a surprise for our glamourous guests, we can reveal that those attending will enjoy a Prosecco reception followed by a 2-course lunch courtesy of the Kastille, then an afternoon of dancing, fun and games. Our theme, “Sunday Spritz and Glitz” aims to give those attending the chance to get dressed-up and socialise, whilst also raising money for a charity that plays such an important part in the agricultural sector.”

This year, the Scottish Charity Air Ambulance (SCAA) is the nominated charity and will have a stand on both days of Turriff Show as well as speaking at the Ladies’ Day. Commenting on the importance of the charity, a representative said, “Scotland’s Charity Air Ambulance saves and improves lives across Scotland every day. From each of our bases in Aberdeen and Perth we operate a helicopter air ambulance and rapid response vehicle – getting expert paramedic help to people as quickly as possible when every second counts. As Scotland’s only charity air ambulance, SCAA is funded by the people of Scotland, and we thank everyone involved in Turriff Show Ladies Day for your support.”

The sponsors of this year’s event will join the hospitality at the Ladies’ Day, including Aesthetika, APAC Vehicle Glazing, Balmaud Distillery, Cherry Blossom Childrens Residential Home, Crown Motors, Downies Fish Merchants, East Comalegy Ltd, Fresh Aesthetics Ltd, Fueltone, James Hall Joinery, and NSB Contracting.

Adele ends, “These wonderful events would not flourish without the generous contributions and sponsorship from local businesses, volunteers, and donations of auction and raffle prizes. We are very much looking forward to welcoming them and over 400 fabulous ladies to enjoy a fantastic and memorable afternoon.”

**-ENDS-**

**Notes to editor:**

Turriff Show will take place Sunday 4 and Monday 5 August 2024 at the Haughs, Queen’s Road, Turriff, AB53 4EF. Turriff Show is a registered charity, first established in 1864 and is now the biggest two-day agricultural show in Scotland, attracting 24,000 visitors annually. Turriff Show offers over £88,000 worth of prize money and have over 1,500 livestock classes.

Press releases are issued on behalf of Turriff Show by Jane Craigie Marketing - a marketing and communications team who work with a wide range of clients, mostly, but not exclusively, in the agricultural, environmental, and rural sector. For more information contact Lois Campbell, Account Executive and Staff Writer for [Jane Craigie Marketing](http://www.janecraigie.com/) on 01466 780078 or [lois@janecraigie.com](mailto:lois@janecraigie.com).