

# DIGWYDDIADAU MP EVENTS

Barcud Derwen, Cibyn, Caernarfon, Gwynedd LL55 2BD. Tel. 01286 684307

## PRESS RELEASE

### **Local events company secures Anglesey Showground marketing contract**

Although the Anglesey Showground has been used more and more lately for various events, greater use could be made of it. On St David's Day, Anglesey Agricultural Society signed a contract with Digwyddiadau MP Events to promote and market the Showground.

"Digwyddiadau MP Events will be working closely with Chief Executive Aled Hughes and show organisers to bring top class family friendly events to the Showground," says Mici Plwm, owner-manager of Digwyddiadau MP Events.

"The 160 acre ground, its parking facilities and the 1,700 seat Pafiliwn Môn can offer all types of events. We will be promoting these facilities outside Anglesey, and with Ireland only 99 minutes away there is a great deal of potential in drawing Irish events to the showground."

Already the company has plans to have a number of major events on the Showground.

"Having many more events at the showground can only benefit Anglesey's economy, bringing thousands of people into the area with many of them staying in local hotels and using local businesses," added Mici Plwm.

The Society's Officers and Chief Executive of the Showground and Digwyddiadau MP Events have already agreed on targets for the next few years. One of the targets is to have three to four extra major events at the Showground by 2007, as well as the highly successful Anglesey Agricultural Show. The aim is not only to draw the crowds to the Anglesey Showground but also to put Anglesey on par with other top European events sites. Dan Jones, Chairman of the Society and the Show said: "This is a very special and important step for us to take and this launch of a marketing and promotion initiative in conjunction with Digwyddiadau MP Events is an exciting route ahead. The Anglesey Show is well known throughout the country and beyond as an event that extends a warm welcome to all its visitors and exhibitors and the level of the competitions and attractions are maintained at a high level. "Over the years there has been a significant amount of capital investment in the Showground and its facilities in a continuous programme of improvements, but we cannot stand still. We must ensure that full use is made of the facilities throughout the year and this vital new partnership will enable us to continue and increase our developments and events programme." The Showground can offer Pafiliwn Môn which is ideal for concerts, the Food Hall and a large annex. There is also parking for over 3,000 cars on the site. The Showground is ideally situated, being just off the A55 and within a few minutes for

the Holyhead ferries to and from Ireland. With commercial flights starting soon from Valley to Cardiff this will make the Showground accessible from Europe.

Caernarfon-based Digwyddiadau MP Events was established two years ago by former actor and entertainer Mici Plwm. Since then the company has gone from strength to strength, being shortlisted for Daily Post 2005 Business Achievement Award. The company offers an extensive range of services, such as arranging conferences and seminars, exhibitions, corporate events, product launches and various entertainment events. Amongst its clients are The Welsh Language Board, Careers Wales, Theatr Gwynedd and the Royal Yachting Association.

For further information, call Digwyddiadau MP Events on 01286 684307

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A Press Release on behalf of Digwyddiadau MP Events by Llais PR 01286 881158