

The Showman's Show – 17th & 18th October 2007
Venue: Newbury Showground, Berkshire
For immediate release: 27th March 2007

CHANGING TIMES

FOR THE SHOWMAN'S SHOW

Lance Publications, organisers of The Showman's Show and publishers of the Showman's Directory, will be making some changes in 2007. As from 1st April Lance Publications will be known as Lance Show & Publications Limited.

Since it's formation in 1968 Lance Publications has been a partnership between Stephen and Jean Lance. Over the years the company has become the backbone to the outdoor event industry, giving industry suppliers the opportunity of promoting themselves within their comprehensive Showman's Directory as well as at their annual event – The Showman's Show.

The change to limited company status will not mean the demise of the family element of the business. Instead it will be enhanced with the whole family owning shares in the business, Jeremy, and daughter, Juliet, continuing to be actively employed with their parents, Justin who leads the Events Management Undergraduate and Postgraduate programmes at London Metropolitan University and Johnny who is a Sound Engineer with The Jungle Group, lending their support and expertise. Stephen & Jean Lance will make up the Board of the new company Lance Show & Publications Limited.

Stephen Lance comments:

“Changing the status of Lance Publications has been on the cards for some time but like with all things the timing had to be right. Jean and I have watched both Jeremy and Juliet become more confident within the business and we feel now is the right time for them to begin to take hold of the reins. Although the status has changed, the ethos of the company will remain very Lance family orientated.”

Ends

For further information please contact:

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