

For immediate release: 12th May 2011
The Showman's Show – Wednesday 19th & Thursday 20th October 2011
Venue: Newbury Showground, Berkshire
Organisers: Lance Show & Publications Ltd – 01747 854099

JOHNNY LANCE JOINS THE FAMILY TEAM



Lance Show & Publications Ltd is pleased to formally welcome another member of the family to the team – Johnny Lance. As the youngest member of the Lance family, Johnny is no stranger to The Showman's Show and The Showman's Directory having been on the fringes of the company for as long as he can remember and in recent years working in an official capacity as a steward at the Show.

Johnny began his career in advertising and TV as a film location manager for TV commercials, later moving into filming and producing commercials for well known High Street brands and latterly as a Sound and Video Editor in Post Production. However, missing the outdoors from his early career, when scouting for film locations, Johnny had a hankering to get back to working in this type of environment. So joining Lance Show & Publications was not only a chance to get more involved with the family business but also gave him a chance to get better acquainted with the outdoor event industry bringing with him a unique perspective from his previous career path.

Johnny is a welcome addition to the Lance family team and will be a key individual in all aspects of the running and organisation of The Showman's Show and The Showman's Directory.

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