



MORE4 GOES HIGH-TECH WITH THE WORLD SHEEP DOG TRIALS

More4 has announced it will exclusively broadcast the World Sheep Dog Trials, the countryside event that sees handlers and hounds from around the world compete for the title of world champion.

Anna Miralis, editor, documentaries, said: "We are delighted to be broadcasting the World Sheep Dog Trials on More4, bringing new audiences and a fresh perspective to a traditional British countryside activity. The World Sheep Dog Trials builds on the success More4 has had with a diverse range of content, including Crufts, which drew large audiences earlier this year."

Live event and sport specialists North One Television will produce the coverage for the World Sheep Dog Trials and will give it a 21st century makeover with high-tech production techniques including High Definition, super slo-mo, fence and pen cameras and dog and sheep telemetry.

More4 will broadcast nine hours of coverage throughout the event, which runs from 15-18 September and takes place on the Lowther Estate, near Penrith, in the Lake District. More4 will broadcast a two-hour programme at 7pm on each day of the event, plus an event highlights show.

The fourth annual World Sheep Dog Trials will see a total of 23 nations and 240 handlers and their dogs competing for the ultimate prize – a gold shepherd's whistle and the much-coveted title of world champion.

The shows will be presented by countryside adventure girl Ellie Harrison and motorcycle racer and British heritage fan Guy Martin, with commentary from one of the nation's best-loved commentators, Barry Davies.

North One CEO Neil Duncanson said: "This is a truly unique event and we aim to capture all the action, all the personalities and all the great colour from behind the scenes. At this level, the relationship between the handlers and the dogs is almost telepathic. We're hoping it will appeal to a very broad audience."

Countries taking part this year include all the home nations, debuts from Brazil and Japan, along with the USA, Austria, Belgium, Canada, the Czech Republic, Denmark, Faroes, Finland, France, Germany, Italy, Netherlands, New Zealand, Norway, Portugal, Sweden, and Switzerland.

Tim Longton, of Quernmore, Lancaster, English president of the International Sheep Dog Society (ISDS), which runs the World Sheep Dog Trials, said: "To secure such high profile exposure through North One Television and More4 is a major coup. It will provide a massive boost to the event – a highlight of the 2011 northern calendar – the region and the world of sheep dog trialling in general."

The 2011 World Sheep Dog Trials, Food & Country Festival website is at www.worldsheepdogtrials.org

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Further World Trials info and pics: Robin Moule, Moule Media, on 01756 794027, 07976 559961.