



## Information: sheep shearing world championship will be held in France in 2019.

French candidacy has just been accepted by the Golden Shears World Council, in Invercargill in New-Zealand. On February 8<sup>th</sup>, the “Association pour le Mondial de Tonte de Mouton” (AMTM) has presented its French candidacy. The SHEEP SHEARING WORLD CHAMPIONSHIP will be held in “Le Dorat” (87), from July 1<sup>st</sup> to

July 7<sup>th</sup> 2019.

For more than a year, the AMTM consists of a welded, motivated and dynamic team. Resulting from a plurality of professional circles, each brings it a diversity of views and a total objectivity about the project.

Visual, face-to-face and communication, among the keys of the success

Very fast, the visual identity managed to seduce the public. By being present on the biggest French agricultural demonstrations, the AMTM proved its commitment and its mobilization. It was necessary to double efforts in front of French public, because France wasn't as receptive in this practice as The UK, Australia or New-Zealand.

By surrounding itself with professionals, it was possible to go beyond the borders of the “Limousin”. The impact of the deployment of the communication (social networks, media...) favorably influenced the members of the Council, sensitive to the real perceptible "sympathy capital" with the general public and the partners, whose craze was

The support of the Minister for Agriculture, of presidents of the New Aquitaine region and Bourgogne Franche Comté region, of the municipality of Le Dorat, of the presence of Madam Ambassador of France in New Zealand, ... so many favorable points which came to carpenter the project. To carry the candidacy, it was necessary to have also gathered a primitive budget.

This first stage crossed at the middle 2016, all the members of the association, convinced of the viability of the event, had pursued their steps and have already gathered in the promises of donation for 2019!

Gather the best nations, testify of the vitality of the ovine sector, contribute to the valuation of the French cultural difference, and manage an unexpected projector towards this small part of territory, so many assets which can only contribute to aggregate the support of communities and companies.

#proudfourorigins

Media Officer

Shearing Sports New Zealand

Ph 0274-690644

media@shearingsports.co.nz

Website: [www.shearingsports.co.nz](http://www.shearingsports.co.nz)