



8th March 2010

FOR IMMEDIATE RELEASE

9 million UK allergy sufferers spend over £200 each per year on treatments

11 million spend a minimum of £10 a week on specialist allergy products and diets.

11 million seek private treatment outside the NHS

Research results from allergy sufferer questionnaire when asked how much they spend on their condition.

Allergy and gluten free show event director Tom Treverton commented:

“The fact that millions of UK allergy sufferers feel compelled to spend so much on potential treatments – and that the majority turn to private healthcare for help – suggests that Government (through the NHS) are not doing nearly enough to meet the incredible demand for satisfactory treatment. This is no minor health issue; allergies and intolerances are negatively impacting approximately one third of the UK population. In many cases, lives are being devastated by related conditions, with effective treatment proving agonisingly difficult to find. The Allergy and Gluten Free Show represents that only live platform for allergy sufferers to access the latest cutting edge solutions and treatments – all in one place at one time.

-ENDS-

About AGFS 2010

The UK's only national live event support network for allergy sufferers contains:

- **Expert 'Free-to-attend' seminars** running throughout the 3 days covering food allergies, asthma, anaphylaxis, autoimmune disease, eczema, migraines and much more.
- **Expert Advice**, representation from all the leading charities, associations, societies and support groups! Find out all you need to know from Action Against Allergy, Asthma UK, Anaphylaxis Campaign, Allergy UK, British Dietetic Association, Coeliac UK, Migraine Action, National Eczema Society, British Association of Nutritional Therapies and many more.
- **Leading Paediatric Allergy Consultants** in conjunction with Action Against Allergy will be running **'Free-to-attend' workshops for parents of children with allergies**. Not to be missed by any parent with relevant concerns.

- **Exciting ‘Free From’ cooking demonstration** from experienced chefs giving you new ideas for a tasty meal.
- **Join our recipe exchange**, bring along your own recipes and tasty food ideas, and swap with likeminded people to increase your meal time choices and expand your culinary skills.
- **The biggest and best allergy shop and clinic rolled into one**, 1000’s of products, solutions, therapies, treatments, ideas and solutions for you and your family’s health care needs.

For more information visit www.allergyshow.co.uk

FREE TICKET OFFER:

The Allergy & Gluten Free Show 2010 is delighted to offer ALL readers a pair of FREE TICKETS to attend The Allergy & Gluten Free show 2010. Each pair of tickets (WORTH £18) is for free entry to the show on any of the open days (from Friday 21st May 2010 to Sunday 23rd May 2010).*

All FREE TICKET registrations are automatically entered into a Free Prize draw to win £200 worth of ASDA ‘Free From’ food vouchers!

*** To receive your FREE PAIR OF TICKETS simply log onto www.allergyshow.co.uk/go/?inputmagazinename” to fill in your details, or alternatively send a SAE to Free Ticket Offer, F2F Events Ltd, 119 High St, Berkhamsted, Herts, HP4 2DJ.**

For the ASDA competition full terms & condition please visit www.allergyshow.co.uk/terms-&-conditions.

Notes to editors:

Event: The Allergy & Gluten Free Show 2010
 Date: 21-23 May 2010
 Venue: Olympia, London

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