



MEDIA RELEASE

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BLOEM SHOW 2017 – 10% MORE ATTENDANCE

The 2017 Bloem Show that took place from 27 April till 7 May 2017, was yet again another great success. Bloem Show would not be possible without hundreds of role players, exhibitors, breed societies, breeders, sponsors and visitors.

This year's show kicked off on 27 April and was marked by wonderful autumn weather accompanied by two public holidays and a wonderful show atmosphere. With several new activities on the program and lots of special offers, Bloem Show managed to attract a large variety of visitors over the 11 day period.

Statistically we had a 10% increase in the overall attendance, compared to 2016. We were blessed with excellent attendance numbers of 111 367 over the 11 days of the show compared to 101 164 last year.

Outstanding entertainment was the highlight

This year's entertainment program offered true value for money options for all visitors. More than 23 top artists performed at this year's Bloem Show including names like *Arno Jordaan*, *Driekie the story teller*, *Lollos*, *Tjiff en Tjaff*, *Bella en Buster die brak*, Arco Musica with Jannie Moolman, Corlea Botha & local singers Cézanne Yzelle, Herman Strauss & Arend Brink jnr, Jay and Lianie, Refentse and Bok van Blerk, Matthew Mole and SA Voices' Gavin Edwards and Zoë Modiga, Elvis Blue, Leah & Majози, Bonolo and Ringo. Included in the entertainment program were performances by emerging artists, many dance groups and upcoming artists.

Other highlights on the entertainment programme included the NABBA X-TREME 'body's classic' 2017 Bodybuilding competition, The Ark / Pet hall, Create mime artists, Die Scottish Orchestra, Farm stall exhibitions, the Ola Bloem Show Fun walk, die OVK Back to Back shearing, spin and knitting demonstration, the Vodacom kiddies train, Oval track racing, 4 x 4 demonstrations, Brian Capper motorbike stunts, the national Jack Russell Show, Kiddies inflatable city and much more.



Several new activities at Bloem Show

Several new activities were part of the Bloem Show program this year:

- **The Dance Marathon**, presented by various dance schools in Bloemfontein, attracted lots of attention and was a great success. About 400 children participated.
- The **Military Music Festival** was hosted by the SA National Defense Force and was a first for Bloem Show. There were several military orchestras who participated in the festival, including the National Ceremony Guard's military orchestra, the SA Army Orchestra from Kroonstad, the SA Air Force's jazz orchestra and the SA Medical Service Orchestra with pipe band and drums. The air force choir also performed at this event.
- The **Lipizzaner horse's performance** was part of the Bloem Show program for the first time and was very popular. Definitely one of the highlights at this year's show.
- The **Clover "Classic Fashion Parade"** in conjunction with Victoria Toma Fashion Academy was also presented for the first time and gave a fashion feeling to the Lipizzaner performance.
- One of the highlights of the program was the **live military capability show and demonstration** by the SA National Defense Force which included the Oryx and A109 skills demonstration, Precision parade and a retreat parade by 1SSB, a Freefall show by 44 Parachute battalion and a mock attack by Infantry battalion.
- The **SA National Defense Force** was involved on a very large scale at Bloem Show this year and also hosted several exhibitions and demonstrations of the Army, Navy and Air Force during the 11 day period.
- **Bloemfontein Courant "Go Green" expo** was presented at Bloem Show for the first time from 27 to 29 April and attracted great interest.
- **CrossFit Resuelto** presented a **fitness and health expo** daily with several demonstrations in the Rose Hall.
- The **National Greyhound dog show** was presented for the first time at Bloem Show.
- Animals of the Drikus Animal Farm gave the opportunity to children to watch and feed farm animals

Beauty contests of high standard were presented by Emodels at this year's Bloem Show.

The **traditional beauty competitions** were very popular. Two new categories were launched this year - **Miss Teen Bloem Show** and **Mr Windmill Bloem Show**. A unique fashion show was held at Bloem Show, where finalists had to make clothes and dresses from newspapers. This event was sponsored by Media 2 regional papers. Funds raised during the event were handed to the charity organization, JAM. **JAM is an international organization that strives to fight starvation in Africa and provides nutritious food parcels to hungry children daily.**



The results of the beauty competitions were as follows:

- **Bridgette Wansburg** was crowned as the **Miss Windmill Bloem Show 2017**. Rethabile Kone was named first princess and Zelda Nelski was crowned as second princess.
- The coronation of **Little Miss Bloem Show 2017** was a highlight. **Phoebe van Heerden** has been named as winner, with Courtney Maasdorp as first princess and Zianca Minie as second princess.
- In the 3-5 years category, **Yollin Makghorere** was crowned as **Little Miss Daisy**, Mincke Steyl and Rochaan Forster were crowned as first and second princes respectively.
- Our first **Miss Teen Bloem Show** is **Nicole Rodrigues**, the first princess is Natasha Kriel and the second princess is Temia Adams.
- **Mr Windmill Bloem Show** who walked away with the crown, was **Laurence Mbalula**, second was Zonke Barnard and third Henru Strampe

Computicket Talent Search presented for the fourth year

The fourth **Bloem Show Computicket“Talent Search” Competition** was presented in conjunction with Computicket and Kopsie FM. The winner of the 2017 competition was voted as Frederico van Wyk. He walked away with the grand prize of R10 000. The second place winner won R5 000 and this was awarded to Tersa while the third place went to Mamello Kosie, who walked away with R2 500 in prize money and the remaining seven finalists each winning R500. The top 3 will also get the privilege of being part of the Free State Golden Bean Music Awards road shows, workshops, and mentorship programmes, and receive entry into the best Newcomer Category at the awards that will be taking place later this year in November.

Bloem Show exhibitors exceptional this year

Despite a lot of pressure on consumers and businesses in the current economic conditions, there was an increase in numbers of exhibitors this year at Bloem Show, with 374 exhibitors in 419 exhibition spaces. The increased interest by the public sector, especially from the SA National Defense Force were pleasing and gave a different feeling to this year's Bloem Show.

The food stalls were once a major attraction at this year's show with 49 different food and refreshment stalls to choose from.

This year, most of the exhibitors came from the Free State (49%) followed by Gauteng (26% and Western Cape (13%).

During the annual **ABSA exhibitors prize giving** and breakfast on Tuesday, 2 May, outstanding exhibitions at the Bloem Show were rewarded.



The **judging of the exhibitions** was done by an independent panel of 10 judges over a period of two days (28 and 29 April 2017). A variety of aspects were taken into consideration, including impression, appearance, originality and marketing.

A total of 374 exhibitors in 419 exhibition spaces were judged – of which 47 received gold awards and 93 merit certificates awards. A total of 20 trophies were awarded to exhibitors. The quality and standard of the exhibitions this year were good and exhibitors put in a lot of effort with the image of the theme “Colour me Crazy”.

The SA National Defense Force received 4 awards, for the exhibitor with the most effective marketing, largest input from the public sector, largest exhibitors contribution and the all over Bloem Show floating trophy for Brand building.

In addition to the exhibitors judging, 7 experts from the food industry conducted the **rating of 49 food and refreshment stalls** on 28 April 2017, focusing on aspects such as appearance, service, marketing and taste. Four trophies were awarded in this section.

Detailed results of all awards were already circulated to the media and is available on request.

Creative Crafts section best in the country

The Bloem Show **Creative Crafts section** received 2786 entries this year! We received entries from all over South Africa and classes vary from Knitwear, Baking, Bottled items, Crocheting, Patchwork and Quilting, Machine Work, Creative Embroidery, Hobbies, Carpentry, Sugar craft, Traditional Embroidery, WAU competitions, Weaving and Spinning, Flowers arrangements, Writing, Art, Primary Schools' baking, Cookery for Secondary schools' , Needle craft for schools and photography. There was a section for everyone, young or old!

We also accommodated exciting **demonstrations** at this year's Bloem Show. This included demonstration of Quilting, Weaving, spinning and creative knitting.

Bloem Show experiences a revival in Agriculture

The Agricultural program is part of Bloem Show's core activities and this year was no exception. With 1 international show, 8 National and 10 regional and provincial agricultural championships of horses, cattle and small stock that were successfully presented during the Bloem Show, the Bloem Show established itself as the platform for the development of excellence in agriculture in South Africa.

Six horse championships were presented: SA Saddle Horse National Championship, Miniature National Championship, Horse jumping Challenge, Friesian Horse National Championship, SA Boerperd Provincial Championship and Tentpegging Division Championship.



Five Small stock championships were presented, as well as a national auction. The Merino Classic National Championship, National Sheep shearing Championship, Merino Landskaap National Championship, Suffolk Regional Championship, World Boer Goat, Savanna and Kalahari Red Show and Boer Goat, Savanna and Kalahari Red National auction.

Eight cattle championships were presented as well as two national auctions, one World Congress, the **ABSA Meat and Dual-purpose Cattle interbreed competition**, the **Toyota Auction Competition** and the **National Vleissentraal and SA Stud Book Bull Growth Test class**, as well as exhibitions of the Sussex and Boran cattle breeds: Ayrshire Elite Auction, Ayrshire National Championship, Santa Gertrudis national championship and world congress, Santa Gertrudis national auction, Limousin regular championship, Simmentaler and Simbra regular championship, Braunvieh provincial championship, Angus provincial championship and Dexter provincial championship.

The SA Saddle Horse National Championship is the biggest of its kind in the world and is annually presented at the Bloem Show.

- SA GRAND CHAMPION THREE GAITED HORSE winner was **Undalata's Made in Heaven, from Newline stud and presented by Junior Hugo**
- SA GRAND CHAMPION FIVE GAITED HORSE winner was **VALLEY'S RISING MUSIC from Mountain View Stables of Sunland in the Eastern Cape and presented by Irene van der Westhuizen**

Results of the **ABSA Meat and Dual-Purpose Cattle Interbreed Competition** that took place on 6 May during the Bloem Show were as follows:

Class 10: Male breed Champion

J. Kotze of Moresburg, De Panne International NO1, Black Angus

Class 11: Female breed Champion

Andrew Masterson of Humansdorp, Malagro Power, Black Angus

Class 12: Supreme Champion

Andrew Masterson of Hertzogville, Malagro Power, Black Angus

Reserve Supreme Champion

C Malherbe of Hertzogville, Roeshana Suré, Red Angus

The **Dairy Section** received 216 applications. The biggest dairy trademarks were represented here with cattle, goat and sheep milk products.

- Nampak Floating Trophy for the Champion Dairy exhibitor – **Clover Frankfort**
- Bloem Show Floating Trophy for the Champion Dairy Product - **Dairy Corporation** (Full cream milk)



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The **Vleissentraal - SA Stud Book Elite Bull Growth Test Class** was hosted on 2 May 2017 during Bloem Show in the Main cattle ring. Eighteen bulls qualified to partake in the class. The winner was the **South Devon of Tielman Nieuwoudt**

Bloem Show gives back to the community

The Bloem Show in conjunction with the Fun Fair launched a new initiative this year, where about 500 children from orphanages and disadvantaged communities visited the Fun Fair free of charge on 8 May, the day after the show. The children were entertained from 14:00 the afternoon and could ride on any ride for as long as they wanted. They were spoiled with snacks, sweets and soft drinks.

Several other charity organizations were supported by Bloem Show this year by exhibiting free of charge. This is just one of the ways in which Bloem Show give back to the community, by providing these organizations with a platform to raise funds in a way that fits Bloem Show's core business.

Bloem Show also recently established a Vegetable Tunnel on the Bloem Showgrounds, as part of the demonstrations held at the first Bloemfontein Courant Go Green Expo, which took place at Bloem Show this year. The vegetables that are produced from the tunnel will be donated on a regular basis to charity organizations in the city. The first donation of Spinach and Beetroot was donated to Alhalia Outreach on 8 May 2017. Athalia Outreach is a charity organization that strives to provide a safe home, food and self-esteem to older people.

The Bloem Show beauty competitions were also linked to a charity called JAM this year. JAM is an international organization that strives to fight starvation in Africa and provides nutritious food packages to thousands of children across Africa on a daily bases. An amazing amount of R40 700 were collected by the finalists of all the beauty contests for this charity.

It is a privilege for Bloem Show to be involved in communities and to make a difference in people's lives.

Bloem Show thanks you

We **thank** every visitor, exhibitor, exhibitor, service provider, sponsor and media for the incredible support and contribution to the success of Bloem Show 2017 which once again assisted with the great economic boost for Bloemfontein and the Free State!

A special word of thanks goes to the media for covering all the events at the Bloem Show, and



for taking our message to the community of central South Africa. The value of this message to all readers and listeners alike is priceless!

All honor to our Heavenly Father, for the incredible blessings that have contributed to such a successful 2017 Bloem Show.

We did some research during Bloem Show 2017 and planning for next year already started. We believe that we will present an unforgettable show next year that will be of great value to our visitors, exhibitors and competitors. **The new date for Bloem Show 2018 will be announced soon.**

For more information about Bloem Show visit www.bloemshow.co.za or call 051 448 9897 during office hours.

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