



PRESS RELEASE

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Bloem Show

BLOEM SHOW 2017 – OFFICIAL LAUNCH AT BOTANICAL GARDENS IN BLOEMFOTEIN

The official launch of Bloem Show 2017 took place on Wednesday, 19 April 2017 at the Botanical Gardens. This event was sponsored by Absa. The Bloem Show will be hosted over 11 days from **27 April – 7 May 2017**.

The visual theme of this year's Bloem Show is 'Colour me Crazy' and Bloem Show's CEO Elmarie Prinsloo promised a Bloem Show that will be a unique event, where visitors can look forward to a variety of about 400 quality exhibitors, more than 20 top artists and 19 Agri Championships, of which 10 are national and one a world show.

The launch event was well presented by representative of sponsors, the business sector, local government and several media groups. Prof Francis Pietersen, the new Vice Chancellor of the University of the Free State was also of the VIP guests.

Me Prinsloo thanked the media for spreading the Bloem Show message and all the activities to the community. She also specially thanked the sponsors and local government for their belief and support towards Bloem Show.

Bloem Show proofed themselves over the last 134 years to be one of the major events in Bloemfontein, contributing significantly to the economic growth of the city and the region. Bloem Show is creating more than a **1000 temporary jobs** during the annual Bloem show through exhibitors, the fun fair, security, cleaning and gate staff and creates an **economic injection** to Mangaung and the Free State province of more than R33 million per annual show through spending at local businesses, accommodation, fuel and food companies, taking into account that more than 60% of visitors and agri participants are not from Bloemfontein.



There are several **new additions and highlights** to this year's Bloem Show:

- **Fun Fair** will have a new ride, the **extreme swings**, this year.
- Additional and **more seating areas** were created at the Fun Fair and the **Kiddies inflatable city** was moved to the entrance of the Fun Park to make it more convenient for parents and families.
- **Fun Park tickets can be bought at 50% discount from Computicket** if you buy before 27 April.
- During the Bloem Show, visitors can also purchase **special Fun fair packages for R130 on 3rd and 4th of May and enjoy unlimited rides until 20:00**. This price excludes entry fees.
- **Two half price days** will be offered on 2 and 4 May – a good reason to visit the show for a second time.
- **Two additional Beauty contests** for Mr Windmill Bloem Show and Miss Teen Bloem Show were launched this year.
- From 27 – 29 April, Bloem Show will host a brand-new **Go Green Expo in collaboration with Bloemfontein Courant**. Visitors are encouraged to learn more about green solutions, water and electricity saving options, recycling solutions and how to grow your own vegetable garden.
- A **Fitness and Health Expo** will be presented in the Rose Hall for the full time period of Bloem Show and will be hosted by CrossFit Resuelto. Start a new lifestyle and learn all about fitness and health during Bloem Show.
- Entertainment this year, will be presented in the form of **Music evenings** – where more than one artist will perform per night – thus creating more value for money to visitors.
- The beautiful dancing **Lipizzaner horses** will be performing for the first time at the Bloem Show on 6 May. We also will introduce the **Clover Classic Fashion Parade** during this event, linking fashion and horses.
- The **agricultural section** is jam-packed and Bloem Show now established themselves as the number one choice for hosting championships by stud breeds in SA. This year Bloem Show hosts 10 national championships and are proud to host the 100 year celebration championships of the Ayrshires and SA Angus cattle breeds, as well as the world congress and national championships of the and Santa Gertrudis cattle breed. Several international guests will be attending.
- The **SA National Defense Force are back at Bloem Show and** will present a brand-new programme. Their involvement includes a series of **interesting and interactive exhibitions**, that includes an exhibition by die Navy that will display two boats and a diving tank, information about career opportunities and free blood pressure and eye tests. The SANDF Aerobatic team of the **Silver Falcons** will also be performing on 30 April and they will host a **Military Music**



evening with several SANDF bands and a choir that will be performing on 5 May. An exciting **live Military demonstration** showcasing several sections of the military can also be seen on 6 May in the Vertical Signs Arena

Don't miss out on this year's Bloem Show. 100 000+ visitors over 11 days, join us from 27 April – 7 May for the 2017 Bloem Show. Visit www.bloemshow.co.za for the detailed program.

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