



PRESS RELEASE

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Bloem Show

New at Bloem Show 2017!

Bloem Show takes place this year from **27th of April to 7th of May** and a festival of activities is planned.

For those who always say Bloem Show is always the same, we have news for you this year. There are many new and exciting things in this year's program. There are thus no excuses not to be at Bloem Show this year.

Special rates during Bloem Show

Bloem Show tried to keep rates for 2017 as fair as possible to enable people to visit Bloem Show more than once. So this year there will be two half-price days and a second visit to Bloem Show can be nicely planned. Tickets are available at Computicket outlets or on the Computicket website. Tickets can also be purchased at Bloem Show at the gates. Please note that no "PASSOUTS" will be provided during Bloem Show.

Standard Admission rates for 2017 are as follows:

Admission	R 80
Kids under 12 years	R 30
Pensioners	R 30
Kids under 6	Free

Feel free to use the **OVK entrance (Gate 10)** this year with access from **Monument Avenue next to the Women's Monument**. There visitors get an **additional R5 discount on admission**. **Parking with car guards is also available at Gate 10.**

Visitors should note that NO firearms are allowed with access to Bloem Show. Unfortunately, no alcohol or pets are allowed as well.



Amongst the new activities on the Bloem Show program, include:

The 27th of April is the first day of Bloem Show. Plan a wonderful day for the children

- **Bloem Show offer a Children's Focus on the 27th of April**, the first day of Bloem Show with the popular national production, "Afrikaans gaan klein" in conjunction with Radio Rosestad. **Arno Jordaan, Daisy the storyteller, Lollos, Tjiff and Tjaff, Bella and Buster the dog perform from 11:00 to 12:30**. The crowning of the Little Miss. Bloem Show and Little Miss Daisy also takes place at 17:00.
- For only R5 children can also stand closer and **collect and decorate their own cupcake** at the Farm stall at 10:00 and 15:00.
- Drikus's animal farm is also at Bloem Show this year. Feel free to visit and feed the animals daily at 10:00 and 15:00 until the 5th of May. Their stand is located on the opposite side of the main arena, next to the vegetable tunnel.
- The **Fun Fair** is definitely the children's highlight at Bloem Show. This year visitors can look forward to exciting trips in a festive atmosphere, seating for the parents whom need to rest, thanks to Standard Bank. Many specials are also available this year for the Fun Fair rides. Get your Fun Fair tickets at a 50% discount at Computicket (online or in stores), but only for advance purchases before the 27th of April. During Bloem Show on the **3rd & 4th of May**, visitors can purchase special R130 packages for the Fun Fair for unlimited rides until 20:00 the evening. Tickets are available at the Fun Fair ticket office on the day of the special offer.
- A "**Kiddies inflatable city**" with many inflatable jumping castles and children's rides is also set up this year, across from the entrance to the amusement park.
- A visit to **The Ark** (formerly the Pet Hall), is a must on the program, camel rides and our extensive exhibition of the SA National Defence Force, are more attractions at Bloem Show which cannot be missed.
- Also visit the agricultural side, for a real **farm experience**. There are several cattle, sheep, horses and goat breed Championships offered during Bloem Show. This can promise any child a very special experience.
- The **Vodacom train** also offers rides through the Showgrounds and can only make the visit a little more fun.
- And for those who are more active, CrossFit offers the **CrossFit Resuelto kiddies competition** on the 27th of April in the Rose Hall at Bloem Show. Continually CrossFit demonstrations are also offered as part of the health and fitness expo. This is in the hall directly across from the Clover Stage.



Other highlights that cannot be missed

- **Sheep Festival on Saturday, 29th of April**, with a variety mutton dishes and side dishes (between 12: 00-18: 00) presented by renowned Theunie Kloppers. Buy your ticket at Computicket for R110 and eat as much as you want at Bloem Show. This does not include Bloem Show admission fee for the day.

- **On Sunday, 30th of April**, in cooperation with **Arco Musica**, a special performance will take place; "**Bloem Show goes Classical**" is planning a performance with **Arco Musica** , **Jannie Moolman**, **Corlea Botha** and local singers Cézanne Yzelle, Herman Strauss & Arend Brink Jr. from 13:00- 14:30 at the Computicket stage.

- **Pensioners whom celebrate their birthday during Bloem Show this year** (27th of April to the 7th of May), can, with the show of their ID document, enjoy a pancake breakfast on any day during the show at the **Pancake King stall** in the Tuliphall, number T20a.

- This year **Car Dealers** are represented in large numbers at Bloem Show. Big names that will be present at Bloem Show this year include, Human Auto, Nissan, Imperial GM, Land Rover, Hyundai, Mahindra and Honda. Many new models will also be on display at the exhibition and **the first launch of the long-awaited Land Rover Discovery is done during Bloem Show from the 27th of April to the 5th of May.**

Farm stall with special demonstrations and exhibitors

- The Free State Red meat producers organisation (RMPO) are once again ensuring that everyone can feast and explore red meat. Come feast on **mutton dishes** and learn from the demonstrations presented by the **Free State RMPO in the Farm Stall tent.**

These tastings will take place between 12:00 to 14:00 daily. The first 50 products for tasting will be offered free of charge. Then visitors pay R10 per taste or R20 to buy the products.

The following products will be on sale and for tasting, offered at the Padstal tent:

- Skildpadjies
- Mutton sosaties
- Sheep Dogs (Hot dogs)
- Cracklings and pap
- Lamb-spit
- Afval

Several demonstrations in the deboning of carcasses are also offered as part of the RPO's consumer education program.

First Go Green Expo for Bloem Show

- The first **Go Green Expo** will be held this year from the 27th to the 29th of April, during **the first three days of Bloem Show**, in cooperation with **Bloemfontein Courant**. The focus of the Expo is to introduce environmentally friendly solutions to the public, as well as to focus on the organic market.



Visit the **Go Green Expo** daily from the 27th to the 29th of April, 10:00 to 17:00 on the grass area next to the BKB complex. This Expo is definitely worth a visit. Join and find out more about:

- How to implement “secondhand water” systems in your home
- Solar solutions for homes – how do I get my home off the grid
- Vegetable tunnels - how to go about it and what opportunities there are to get involved in charity
- Recycling options - where to find recycling bins and how it works
- Several other organic products and other relevant options like Jo Jo tanks and artificial grass.

Exhibitors whom can add value to this initiative and are involved in any form of green products, recycling options, solar, water-and power-saving solutions and products which contribute to this purpose, are welcome to contact Marie-Louise Smith on 083 287 8845 or ml@zigzagcreations.co.za for options on how to get involved at this Bloem Show's Bloemfontein Courant / Go Green Expo.

Health and Fitness Expo at Bloem Show

- **A Health and Fitness expo** will be offered for the full duration of Bloem Show by CrossFit Resuelto in Rose Hall.

Here, visitors can see how CrossFit works and also find out more about this fast-growing sport. CrossFit demonstrations are planned daily. There will also be a focus theme each day whereby visitors can obtain more information. Some of the highlights include:

- **CrossFit Resuelto kiddies competition** on the 27th of April 2017 (Clover stage and Rose Hall) Competitions are offered in two categories for two different age groups
- Volleyball competition - come play - Saturday, 29th of April 2017 (Rose Hall)
- Indoor triathlon - Monday, 1st of May 2017
- Powerlifting - Friday, 5th of May 2017
- CrossFit challenge between Toyota Free State Cheetahs and Crossfitt Resuelto - Monday, 1st of May, 16:30-17:30, Clover stage
- Weightlifting - Saturday, 6th of May 2017

Saturday, 6th of May - packed with activities

Saturday, 6th of May 2017 is our second Saturday as Bloem Show only ends on Sunday, 7th of May. A special family day is planned. Visit Bloem Show and put on a nice hat. An exciting program is planned on the day in the Vertical main arena, which includes **motorcycle venture performance by Brian Capper, a beautiful dance performance of the Lipizzaner horses to the beat of classical music**, presented in collaboration with Radio Rosestad and is a first



for Bloem Show. A **large, interactive military demonstration by the SA National Defence Force**, as well as the military parade of 1SSB is all part of the arena program on Saturday.

- This year Bloem Show, in collaboration with Clover and Radio Rosestad a **special Fashion Show** with the introduction of the Lipizzaner performance at Bloem Show on the 6th of May 2017. This prestigious event is aimed at creativity and fashion. Models will be introduced, after which a fashion show will take place at 14:30 in the Clover Theatre. Clover will also market their products during this event. Visitors are encouraged to visit the Show on the 6th of May wearing a hat!

The day will be concluded by **the OFM music festival with Elvis Blue, Leah and Majozi on the Computicket stage.**

SA National Defense is back at Bloem Show!

- **The SA National Defence Force (SANDF)** is making their return Bloem Show this year after years of absence. In addition to a large Army preview which is planned on the 6th of May, visitors can look forward to many beautiful interactive displays with numerous demonstrations for children. These exhibitions should definitely not be missed!

- Come and learn about the **latest and newest fighting equipment**, how a bed has to be made up for inspection and how clothes should be ironed.
- Visit the **military medical** service for advice about a healthy lifestyle, undergo a quick eye test or try 10 push-ups with the instructors of the training units.
- Also visit the **recruitment division's** exhibitions to see how many **careers** there really are in the SA National Defence Force and how to submit an application.
- Attend the **Military music evening** on Friday, 5th of May 2017 presented on the Computicket stage. Here a variety of military bands will be performing. Come and experience military music like never before.
- An **interactive military display** consisting of military bands, drill-pelotons and other activities are also planned in the Vertical Signs Arena for Saturday, 6th of May from 15:30 to 17:00. Although the final program is still being planned, an exciting show is expected.

Beauty Contests get a boost with additional categories and more prizes **Beauty Contests** during Bloem Show is always a highlight. Bloem Show in conjunction with Emodels, decided to add two additional categories to the beauty competitions this year.

Great prizes are up for grabs, including the use of a Nissan car for six months by the winner of Miss Windmill Bloem Show - provided by NTT Nissan Bloemfontein, as well as various cash and vouchers in all categories.

Two new categories have been added. This year interested parties can also enter the Miss Teen Bloem Show (14-17 years) and Mr Windmill Bloem Show (18 - 25 years)

Little Miss Daisy (3-5 years), Little Miss Bloem Show (6-10 years), as well as Miss Windmill Bloem Show (18 - 24 years) are still presented as in the past.



This year a special **Media24 "Newspaper Fashion Show"** will be presented on Thursday, 27th of April, with **Chris Jaftha** from Top Billing and well-known singer, **Brendan Peyper** as guest artists. The **charity institution, JAM** is also linked to the Beauty Competition this year.

Nine different Free State newspapers are provided for the different categories with whom the finalists must arrange to make their newspaper outfits. This is a day everyone is looking forward to. Brendan Peyper, JAM and our guest speaker, none other than the smouldering Chris Jaftha from the popular lifestyle program, TOP BILLING, will entertain guests. **Tickets are on sale at bnf@emodelssa.com or from the finalists themselves at R200 per person. (This includes light refreshments).**

Bloem Show ends off on a Jazz and Gospel note

Bloem Show will be ending off on Sunday, 7 May 2017 with special jazz and gospel performances. Do not miss it, it is a value-for-money opportunity.

Special admission rates apply for this day will be R120 and R40 for children under 12 or pensioners. This will include a free cold drink or beer for each paid admission ticket to be collected in the Vertical Signs main arena.

The day will kick off with Gospel music by local artists Mohlomi Mohale, Kele Khoele and Claudene Steyn, followed by **Thoko Nogabe** (12:30) and **Thembisile K** (11:30) at the Computicket Stage, presented by MotheoFM.

Castle Lite also presents the Last day music festival with DJ Sit Hole, MC Puso Kgosinkwe, Andy T, Sweet Memories and main artists **Bonolo** (16:30) & **Ringo** (17:30) in the Vertical Signs main arena.

Brian Capper motorbike stunts can also be seen at 11:00 & 14:00 on the Clover stage.

100 000+ visitors, over 11 days, with about 400 exhibitors in exhibition halls and outdoor areas.

Come enjoy an unforgettable show from the **27th of April to the 7th of May** at Bloem Show Grounds. Visit www.bloemskou.co.za for more information.