

Welcome

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Chief Executive Officer, Bloem Show



It is Bloem Show time in Bloemfontein! This exciting event will take place from **26 April to 5 May 2018** at the showgrounds with a jam-packed 10-day program full of entertainment and excitement.

We would like to welcome all the participants to the 2018 Bloem Show! We are looking forward to once again entertaining visitors with a great variety of exhibitors, artists and agricultural activities. The theme of our 2018 Bloem Show is *'Monsters & Mascots'* and we are excited to present several monster related activities as well as our own Monster mascot.

Annually, more than 100 000 people visit Bloem Show, making it one of the highlights on the social and agricultural calendar in Central South Africa. This showpiece event attracts customers and visitors from all over the country, as well as an average of 450 local, national and international exhibitors, 25 Agricultural championships and more than 2000 creative crafts entries – an enormous economical boost for our region.

All performances by die country's leading artists are included in the admission fees to Bloem show. This means that top class performances can be attended at extremely affordable prices. Our artists this year include Lloyd Cele, Jakkie Louw, Soweto String Quartet, Jo Black, Freshlyground, Snotkop, André the hilarious hypnotiser, DJ Major League, Caroline & Fatman and Nokwazi, to name but a few.

The Bloem Show is certainly one of the highlights of the year. Kids can look forward to the exciting Fun Fair as well as performances by Klikkerland, Buster and Bella, Babalela, Lollos, Pip and Plop on the two stages as well as Takalani Sesame at the SAPS exhibition. We also introduce the Coca Cola stage and seating tent to you where all the main performances will take place and in this new atmosphere visitors will be able to enjoy the music while seated with family and friends. Other performances will be hosted at the Cell C stage.

Several sponsors are involved in these performances

and other activities at the showgrounds, our sincere appreciation to all the sponsors involved.

To add more value, we introduced early bird specials, where admission tickets and/or Fun Fair tickets can be purchased online until 25 April 2018 to qualify for discount. Admission to Bloem Show on 2 & 3 May is also reduced to half price and on these two days the R150 unlimited Fun Fair tickets will add extra value to the day. On 30 April Bloem Show will also be presenting a month-end special day for visitors, with several discounts by various exhibitors.

The agricultural section hosts 25 different championships of horses, cattle and small stock. Seven of these championships include National championships and the Dorper and white Dorper world championship will also be hosted making the Bloem Show the mecca of stud breeding championships!

Join us for the Family Fun Monster competition by collecting all 12 monster stamps at various identified spots on the showgrounds and standing a chance to win the grand prize to the value of R70 000! Also join us for the Monster truck performance on 5 May in the Vertical Signs arena. These are just a few of the highlights this year.

To all our visitors, sponsors, media, exhibitors and participants to Bloem show, we thank you for your loyal support. We trust that Bloem Show will exceed your expectations and that it will be your best value for your money, making it the fun event of the year!

"If you don't make life fun, then that is no life at all."

J.P. McNeill

Elmarie