



PRESS RELEASE

DATE: 19 April 2018
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Bloem Show

BLOEM SHOW 2018 – OFFICIAL LAUNCH AT BOTANICAL GARDENS IN BLOEMFOTEIN

The official launch of 135th Bloem Show took place on Wednesday, 18 April 2018 in a typical show like atmosphere at the Botanical Gardens. This event was sponsored by Absa. The Bloem Show will be hosted over 10 days from **26 April – 5 May 2018**.

The visual theme of this year's Bloem Show is 'Monsters and Mascots' and Bloem Show's CEO Elmarie Prinsloo promised a Bloem Show that will be a unique event, where visitors can look forward to an variety of about 400 quality exhibitors, more than 20 top artists and 25 Agri Championships, of which 7 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.

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 135 years to be one of the major events in Bloemfontein, contributing as one of the main economic contributors to the region, with an **economic injection** to Mangaung and the Free State province of more than R35 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.

Me Prinsloo shared with guests info on the special '**Joy for Charity**' project that Bloem Show and Fun Carnivals, who are running the fun fair, will be hosting on Tuesday, 24 April 2018 at 10:00. Just over 600 kids from children's homes in the region, as well as from Tswelang special school will be



entertained at the Fun Fair. Kids will be treated with unlimited rides in the Fun Fair, mini performances by clowns, gumboot dancers, and dog show and will also enjoy typical show sweets to eat and drink.

Several of the **highlights** at this year's Bloem Show were shared.

- **Early bird specials** include R10 discount on Admission fees (excluding 2 & 3 May) and Fun Fair tickets at 25% or 50% discount. This is only valid at Computicket until 25 April.
- **Two half price days** will be offered on 2 and 3 May, visitors can also purchase **special Fun fair packages for R150** and enjoy unlimited rides until 20:00 on these days – a good reason to visit the show for a second time.
- The Bloem Show is definitely the highlight of the year for **kids**. This year kids can look forward to an exciting fun fair, several performances by Lollos, Buster & Bella, Klikkerland, and Takalani Sesame at the SAPS exhibition. The show provides a great educational platform with demonstrations of sheep shearing, several creative crafts and even butter making. The exhibitions of the SAPS and SANDF will certainly be amongst others, some of the most interesting and educational. Visitors can also join us 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, courtesy of Sure Etnique Travel!
- 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 7 national championships, as well as the world championships of the Dorper and white Dorper sheep breed. The world's largest open-air Saddle Horse championship will also be hosted at Bloem Show. Several international guests will be attending.
- The **SA National Defense Force will be back on demand and go even bigger**. 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. An exciting **live Military demonstration** showcasing several sections of the military can also be seen on 5 May in the Vertical Signs Arena
- **Top class performances** by more than 20 artists also form part of the Bloem Show. Artists performing includes Freshlyground, Snotkop, Caroline and Fatman, Lloyd Cele, Joe Black, Jakkie Louw, Soweto String Quartet, Andre, the hilarious hypnotist, oval track racing and for the first time at Bloem Show the great and big Monster truck show on 5 May.

Don't miss out on this year's Bloem Show. 100 000+ visitors over 10 days, join us from 26 April – 5 May for the 2018 Bloem Show. Visit www.bloemshow.co.za for the detailed program.