



*We care for our
Bloem Show family*

*Ons gee om vir ons
Bloemskou familie*

MEDIA RELEASE

DATE: 20 April 2020
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Bloem Show Care Initiative for exhibitors and visitors: Creating a Bloem Show exhibitors online platform and visitors experience from 24 April to 2 May 2020

Everyone is currently feeling the effect of the Covid-19 lockdown. Due to this all events, festivals and shows were also cancelled. It is with real empathy that we recognize the enormous financial effect experienced by our exhibitors, who generate most of their income from these events.

The cancellation also had a huge negative impact not only on the Bloem Show, but on most businesses. Bloem Show thought that we should at least try to support these exhibitors. This is a platform that we have created and in no way an initiative to make money. We want to create hope. We got the support from our loyal local media partners to support and promote this initiative.

We care about our Bloem Show family, and to show our support, we are offering our exhibitors an online website platform, where they can STILL market their incredible Bloem Show Specials!!

We want to support them during this challenging time by creating an online platform using our Bloem Show website for the period that the Bloem Show would have taken place (**24 April – 2 May 2020**).



In addition, we will also be sharing special Bloem Show moments with our Bloem Show followers. Regular posts about the agricultural and entertainment programs, as well as highlights that followers could have experienced at the Bloem Show will be on our social media @BloemShow. We believe that we all need positivity and a great show experience during these challenging times.

We will be promoting this opportunity through our social media and the support of local media platforms to entice regular show visitors to contact and support exhibitors and experience the excitement of the Bloem Show.

Together we can make a difference...

ENDS

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