



## **MEDIA RELEASE**

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### **Bloem Show 2020 – final cancellation**

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Following the current circumstances regarding lockdown regulations and future prospect on the Covid-19-pandemic, a final decision has been made that Bloem Show will not be hosted this year.

Given the uncertainty following the Covid-19 pandemic, it seems unlikely that gatherings and events with more than 100 attendees will still be allowed to take place this year. Current communication indicates that SA's infected numbers will peak by September 2020 and therefore the following four months will be critical for the safety and well-being of our people.

“We trust that all stakeholders, including exhibitors, performers, sponsors, the agricultural community and members of the public will have an understanding for the current situation”, says Chief Executive Officer, Ms. Elmarie Prinsloo.

On a positive note, we have already commenced with planning for the 2021 Bloem Show that will be hosted from **23 April to 1 May 2021**.

**ENDS**

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