

22. April 2024

City marketing

## Open Sunday and "Bocholt blossoms" on 28 April

The maypole has been enthroned on the market square in front of the historic town hall since today and colourful flower decorations made of geraniums and fuchsias will be hung on almost 200 lanterns on 24 April, because then it's "Bocholt blooms" again. "From the end of April to the end of September, the summer flowers will continue to beautify the streetscape of the city centre and provide spring-like eye-catchers", says city marketing employee Gisela Bollmann happily. The flowers and pots were ordered from Bocholter Gärtnerei Hoven, while Stadtmarketing Gesellschaft is responsible for coordinating and hanging the flowers. The traditional maypole is erected by employees of ESB Bocholt, who also prepare it in advance and lovingly decorate its wreath.

### **Sunday open for business**

The coming Sunday will make the hearts of many classic car fans beat faster again. With hopefully good weather, there will once again be many old treasures to admire and admire in the city centre. Many clubs and classic car enthusiasts have been invited to come to Bocholt with their vehicles and exhibit them in the Liebfrauenviertel, at the Easter market, on the market square and St.-Georg-Platz. The event will be rounded off on the one hand by vintage tractors, which will provide excitement in front of the shopping arcades, and on the other hand by some vintage fire engines from the Bocholt City Fire Brigade Association, an interest group for the preservation of historic fire brigade technology, which will make the eyes of young and old alike light up on Neutorplatz.

At the same time, the shops in the city centre will be inviting visitors to shop and stroll around on this first open Sunday from 1-6 pm with lots of great offers. "We are looking forward to a Sunday for the whole family, which is sure to have a personal highlight for everyone", city marketing manager Ludger Dieckhues is certain.

StadtBus Bocholt GmbH is organising a free special service on this Sunday at the usual timetable intervals.

The Bocholt Blüht campaign is supported by Bocholter Energie- und Wasserversorgung, Caisley GmbH, Automobile Leiting, Otzen & Pierkes and Autokrane Schares.

**Private-public partnership** - through the financial and organisational efforts of the advertising associations in cooperation with co-operation with Stadtmarketing and an additional contribution from the city of Bocholt, this public partnership project will once again succeed in beautifying the city centre streets this summer with floral decorations. city centre streets this summer.



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