

26. April 2023

City marketing

Bocholt Blossoms with many special events

Sunday open for sales in Bocholt city centre on 30 April

- **Large straw figures are erected and will be in the city centre from 17 April**
- **Open Sunday Bocholt Blossoms with large classic car meeting in the city centre on 30 April**
- **The maypole will be erected in front of the historic town hall**
- **Special retail promotions on Dutch Koningsdag on 27 April**

The Bocholt city council has decided to only allow bee-friendly flowers in the city centre. This also applies to the hanging baskets and pyramids, which have been planted with geraniums for years during Bocholt Blooms and have bloomed from the end of April to the end of September, beautifying the city centre early on. It is now no longer possible to hang up the hanging baskets with bee-friendly flowers for Bocholt Blüht, as they are only weatherproof after the Ice Saints (mid-May).

To ensure that spring can still be seen in the city in the run-up to the open Sunday Bocholt Blüht and on the day itself, Stadtmarketing Bocholt has planned a number of activities together with the ISG Altstadt and the advertising associations of the Shopping Arkaden and Neutor-Platz:

For some time now, employees of Stadtmarketing have been busy "crafting" large straw figures in the shape of bees and flowers, which will be placed on some squares in the city centre from 17 April. This is a continuation of the successful Easter bunny tour of the Bocholt farmers from the last two years. The straw figures were an attraction for families and very popular as a photo motif. The straw figures will be set up on St. George's Square, Gasthausplatz, Liebfrauenplatz, Nordstraße, Osterstraße, Neutorplatz and at the shopping arcades and will remain until 2 May.

On 26 April the traditional maypole will be erected by the Entsorgungs- und Servicebetrieb der Stadt Bocholt (ESB). Beforehand, the trunk and wreath are prepared by ESB employees, the wreath is prepared and decorated with colourful ribbons.

On the Dutch public holiday "Koningsdag" on 27 April, Dutch shops are closed. The Dutch are cordially invited to Bocholt on this day. Many shops have special offers in shop. The evening market will be extended on this date - a Thursday - and live music will be played.

Sunday, 30 April: Large classic car meeting in the city centre

- The shops will open on this first open Sunday of the year in Bocholt from 1-6pm and have great offers in shop.
- The shops of the ISG Altstadt Bocholt and the advertising associations Neutorplatz and Shopping Arkaden will generously distribute sachets of summer flower seeds - another contribution to the motto Bocholt Blüht.
- Large classic car meeting from 1.00 pm. Many clubs and classic car enthusiasts are being approached and invited to come to Bocholt with their vehicles and exhibit them

in the Liebfrauenviertel, at the Ostermarkt, on the Markt, St.-Georg-Platz and at the Neutorplatz. Together with the THW Youth and the City Marketing, the Grenzland Classic Oldtimerstammtisch is once again organising this meeting, to which more than 250 cars are expected, weather permitting.

- Vintage tractors are parked in front of the shopping arcades.
- Oldtimer fire engines will be on display at Neutorplatz - exhibited by the Stadtfeuerwehrverband Bocholt, the community of interest for the preservation of historic fire-fighting equipment.
- Free parking is available throughout the city centre.

On this Sunday, StadtBus Bocholt GmbH will be running a free special service at the usual intervals.

The Bocholt Blossoms campaign is supported by Bocholt Energy and Water Supply, Caisley GmbH, Automobile Leiting and Otzen & Pierkes.

The entire event is organised by Stadtmarketing Bocholt.





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