

*Media Release*

***New Exhibitor Announcement @ Rand Show***

***Friday 30 March – Sunday 8 April 2018***

*Johannesburg Expo Centre, Nasrec*

***FOR IMMEDIATE RELEASE***

*23 November 2017*



**Rand Show 2018 Welcomes Toy Adventures to Kids Expo**

The organisers of Rand Show 2018 are delighted to announce the addition of another quality exhibitor! Toy Adventures will join the line-up of exciting new exhibitors, exhibiting at the Rand Show for the first time, at the Kids Expo @ Rand Show.

This proudly South African organisation has developed an excellent reputation as one of South Africa's fastest growing retail brands, boasting the distribution rights of leading international toy brands, including: LEGO, Fisher Price, Barbie, Hot Wheels, Nerf, My Little Pony, Just Fun Kids, Ideal Toys, Playmobil, Top Model, Burago, Bruder, Leapfrog and many more.

"We are so pleased to welcome Toy Adventures to Rand Show 2018," says Robyn Abrahams, Head of Sales for Rand Show 2018. "The newly formatted Rand Show is set to exceed both exhibitor and visitor expectations, and with the range of quality exhibitors, including the likes of Toy Adventures, we can already see that Rand Show 2018 is raising the bar even higher," she says.

Earlier this year, Rand Show announced the launch of the Kids Expo @ Rand Show, a dedicated area that caters to the whole family from expectant parents, to tots, kids, tweens and teens. The Kids Expo @ Rand Show encompasses every stage of child's development from birth to adolescence

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Rand Show delivers more than 200 000 visitors on an annual basis and 72% of these visitors are families with children. The Kids Expo @ Rand Show offers exhibitors a target-rich environment for significant brand building exposure, onsite sales and valuable leads and marketing insight. This includes all brands that target young families from clothing, toys, games, as well as learning and educational products and services. There will also be ample opportunities for exhibitors to engage audiences' senses with highly interactive brand activations.

Toy Adventures established operations in 2009, and has enjoyed rapid expansion over the past eight years with the addition of multiple new stores. "The success of Toy Adventures can be attributed to our commitment of stocking quality brands, and our online store, which offers our customers, speed, convenience and free delivery," says Gerhard Korf, owner of Toy Adventures. "We look forward to exhibiting at Rand Show 2018, which we believe will be a vital brand building exercise that will add significant value to our growth strategy," he added.

"The Kids Expo @ the Rand Show is the ideal platform for brands to grow awareness of their products and services to a captive audience and create a lasting and favourable impression," says Abrahams.

"Exhibiting companies are encouraged to collaborate with the organisers of Rand Show to maximise additional brand exposure opportunities through creative activations and sponsorship that will appeal to an already receptive visitor audience and create a lasting impact," she concluded.

***ENDS***

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### **Note to Editors:**

Since its establishment in 1894, the Rand Show has become one of South Africa's largest and most iconic consumer events and a highlight on the annual events calendar, having entertained multiple generations of South African families. Staged annually at the Johannesburg Expo Centre in Nasrec, it serves as an important launch pad for exciting brands and businesses and caters to the entire family. Categories include sport, children's products and services, wellness, outdoor living, science, technology, government departments, trends, design and home living, as well as world-class exhibits by the SANDF, a unique feature not seen anywhere else. The expo attracts over 200 000 visitors each year, mostly families across all cultures in the middle to upper income brackets. Often referred to as Johannesburg's biggest day out, 2018 promises to prove yet again why Rand Show has been in existence for over 120 years. This is not just another expo.

**Rand Show 2018 Dates:** Friday 30 March to Sunday 8 April

**Rand Show 2018 Venue:** Johannesburg Expo Centre, Rand Show Road, Nasrec  
(GPS – S26°14.484' E27°58.510)

**Official Spokesperson:** Craig Newman  
Tel: 011 494 1920  
Email: [craign@expocentre.co.za](mailto:craign@expocentre.co.za)

**Exhibitor Enquiries:** Robyn Abrahams  
Mobile: 082 465 0627  
e-mail: [robyn@randshow.co.za](mailto:robyn@randshow.co.za)

**Media Enquiries:** Euegne Mametse  
7 Colors Communications  
Mobile: 083 539 3882  
e-mail: [eugene@7colors.co.za](mailto:eugene@7colors.co.za)