



MEDIA RELEASE

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## RENOWNED 2020 EAST COAST RADIO HOUSE & GARDEN SHOW CANCELLED

KwaZulu-Natal's much-loved East Coast Radio House & Garden Show has announced that the 2020 show, set to have taken place in July this year, then moved to October, has now been cancelled due to continued COVID-19 regulations and in the interests of public health and safety.

Renowned for showcasing design styles and leading décor trends in KZN homes for the past 39 years, the next East Coast Radio House & Garden Show is set to take place from 25 June to 4 July 2021.

"Regrettably, the 2020 show has been cancelled in support of the COVID-19 restrictions. We had hoped to still host the show in 2020, however the safety of our visitors and stallholders are a priority," said Show Director, Cairey Baxter-Bruce.

The annual show is a major source of sales and lead generation for businesses within the province's home, décor and gardening industries, and according to an analysis of the marketing and economic impact of the show conducted by Tourism Research in Economic Environs and Society at the North-West University of South Africa, the East Coast Radio House & Garden Show contributes as much as R230 million to KZN's economy annually.

Furthermore, over the course of the ten days, each year the show creates approximately 300 temporary and permanent show-specific jobs in KZN (this excludes employees directly employed by the show organisers).

"We understand the massive impact that COVID-19 and not having a 2020 show has had on the local entrepreneurs and businesses. We have extensively planned our 40th birthday celebrations, which will now take place next year and we intend to produce a unmissable experience for visitors while providing an opportunity for our exhibitors to recover losses incurred during lockdown," said Baxter-Bruce.

Recognising the substantial impact the cancellation has had on its exhibitors and the local economy, the show will be launching House + Garden Shop in September – an online marketplace to assist the industries that rely on the show. The shop will boast a bespoke shopping experience, in collaboration with a team of experts, which will include an exquisite range of homeware and outdoor living products, as well as House & Garden Show favourites.

"We understand that small businesses have a lot of strain in recent times and we want to help where we can. The House + Garden Shop will offer these businesses another sales and marketing platform and customers a unique experience that enables them to support local entrepreneurs – a positive trend that has emerged from COVID-19," says Baxter-Bruce.

The House + Garden Shop will feature homeware, kitchenware, bathroom-ware, gardening, outdoor living and a range of locally designed and handmade products.

"We aim to base the online marketplace on values that we think are of great importance in the current economic climate – supporting local businesses, encouraging collaboration over competition and finding creative ways to showcase the incredible ideas emerging from KZN and South Africa," says Baxter-Bruce.

For more information or to enquire about featuring your business in the House + Garden Shop, contact [hello@housegardenshop.co.za](mailto:hello@housegardenshop.co.za).

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