

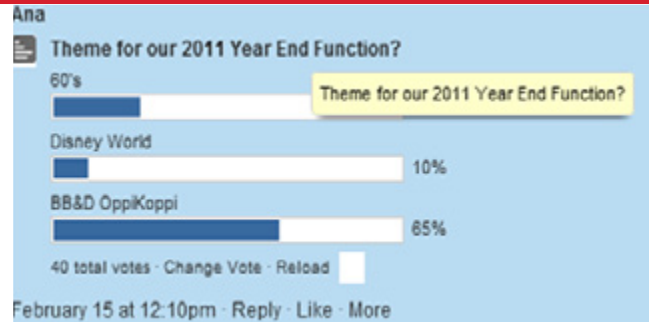
## BBD Veld Fest - by Ana O'Donoghue

After conceptualising the event for almost a full year, and voting on the details via an exciting Yammer poll held in early 2011, the BBD Veld Fest finally came to fruition on the 29th of October.

Based on a brief which required a wide array of artists to suit different music tastes (think U2, Rammstein, Kylie Minogue and Kings of Leon), a comfortable venue, a selection of delicious food and a constant supply of hydration (so as not to fall prey to the heat) Erika, who co-ordinates year end functions, quickly got to work.

After months of planning, negotiating with suppliers and agents, venue scouting and food tasting we were finally prepared for what promised to be a fantastic day within the BBD family.

In true BBD style, we'd sent out a number of Teasers to point the staff in the right direction with regards to the performing artists. These also included a picture of the stage and the planned menu (burgers, boerewors rolls, chip & dip, steak rolls, veggie kebabs, mini donuts, pancakes, soft serve ice-cream cones and pies). Needless to say, the corridors were buzzing prior to the event.



To watch the construction of a stage of this magnitude (which took 3 days to complete), tents erected, food stations set-up, lighting equipment installed, table and seating being placed under the tents was an unbelievable experience. Watching the reaction and excited expressions of all who arrived on the day - priceless!



Adding flavour to the day was the Currie Cup final – which was scheduled to start in the middle of the function. The game was a tight one in which the Lions roared with pride and licked their chops when Shark Fin Soup was served after the game.



To kick things off, our MC – Hykie Berg of Survivor SA Maldives, welcomed us to BBD Veld Fest 2011. He then revealed the incredible line up we had managed to put together (Deidre, Adam, Saving Silence, Pebbles, Elvis Blue, Kurt Darren and Prime Circle) – to the extreme pleasure of the guests!





In addition, a tattoo artist was at hand to provide some interesting body art while shooter guys and girls handed out everything from alcohol to sunscreen!

Towards the end of the show, rain clouds had begun to gather and we were all a little concerned that the day would end on a sour note. Fortunately, Mother Nature played along and the drips and drops stayed away until just after Prime Circle's final song. Thereafter, DJ Duane kept the music pumping which gave the partygoers an opportunity to carry the celebrations well into the evening.

Overall, BBD Veld Fest 2011 was a resounding success and a good time was had by all. A special thank you goes out to everyone who was responsible for making this possible!

