

Loeries blows into Margate



By Louise Marsland, issued by Bizcommunity.com

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Gale force winds and storms in Jozi and Cape Town couldn't keep them away, as the annual Loerie circus flew into Margate Friday night/Saturday morning. By 10am, Saturday, 28 July 2007, the Margate beachfront was pumping with branded and blinged-out advertising folk, another species compared to the local population who have rolled out the welcome mats – more slick year on year. And this is despite having had to contend with a beached whale earlier this week, a swim ban due to the hundreds of sharks feeding on said whale, high winds which resulted in the awards tent being evacuated Friday night during rehearsals, and an awards results leak scandal which could cause Loerie MD Andrew Human to go grey prematurely.



The town was pretty quiet Friday evening as storms delayed flights from other major centres, but blue skies and bright sunlight brought the brave out in baggies and T-shirts, although a chill wind caused the poor promo girls decked out in varying stages of undress, clutching sponsor flags and other branded stuff, to shiver around and about.



The music pumping from the beachfront kept the vibe up as the festivities went from breakfast at the Mugg & Bean – de rigueur for announcing your arrival at the Loeries in Margate and showing off your latest T-shirt with meaningful message ('101% Boer'; 'Frankie The Dealer') – to the pre-teen Miss Margate on the beachfront and the invite-only Velocity pool

party.



While the wind threatened to blow away all the sponsor signage blanketing the town, gas heaters for the beach festivities this evening were being carted away, dented in the gale last night and the Mugg & Bean was being 'mugged' by brands - Bizcommunity.com got in there first Saturday morning, taking over a centre table, Bizcomm crew all decked out in our branded red gear, red carpets and taking 'Mugg shots'.

A strong police presence attempted to keep a watching brief on anyone getting too out of hand, although there were boos when they persisted in trying to pinpoint the identity of the full frontal flasher who waved his "abundant" equipment around (description courtesy of an impressed Bizcomm sales rep) from a balcony at the Margate Sands.

Local musical 'talent' entertained on the stage, while sponsor banners threatened to take off.

[Click here for full gallery](#)

ABOUT LOUISE MARSLAND

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