



# Multi Sport Festival, Arts and Lifestyle Expo

1 February 2021

## Official Announcement Arnold Sport Festival Africa 2021

With regards to the Arnold Sport Festival Africa 2021, when we set a new date for ACA 2021, we were hoping the Covid 19 pandemic would be under control and allow us to host events by now, but unfortunately, we still find ourselves in the second wave and a great deal of uncertainty.

ACA is working with authorities and sporting bodies to see how we can make the event possible and safe for everybody. Currently the trend of all the sports and federations are they are moving events to the 3<sup>rd</sup> and 4<sup>th</sup> quarter of the year, because of safety and no spectators allowed.

Historically the module and goal of ACA has been to get as many sport and events under one roof or in one venue on the same weekend for maximum exposure of different audiences. The huge attendance allows for sport federations, exhibitors, and sponsors to benefit by promoting their sport and brand.

ACA is designed around multi-sport events, international travel, supporters, and audience, of which all plays a part of this successful event- for stakeholders, sponsors, and exhibitors on the weekend.

Now the biggest challenge we face with hosting an event of this magnitude of sports, participants, and visitor in one venue is that it will not be allowed and the uncertainty of when large gatherings or events will happen again.

This situation is not unique and only in SA hence all the Arnold Classic Global events moved later in the year and we have seen the cancellation and postponement of many well-known major events. We currently in discussions to design the ACA 2021 through various other platforms trying to accommodate and still achieve the goals of this dynamic event.

We are excited about the implementation of the vaccine as it could change the challenges we face making it easier to host major events with the assembly and gathering of large numbers of people. Thus, the decision to move the Arnold Classic Africa later in the year to October or November. The date soon to be confirmed, Covid 19 regulations and logistics (venue) permitting.

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This is a difficult decision for all international Arnold Classic partners as Arnold Sport Festival Global is a brand with a huge impact on the sport and fitness community worldwide. However, the health and safety of everyone involved with this event, is absolutely our priority.

Pushing back the event of ACA later in the year, we hope with improved conditions around the Covid 19 virus, we again will be able to share with excitement our passion in the sport we love.

Continues updates will be shared on our groups, social media, and Arnold Classic Africa webpage.

Yours in sport



Wayne and Michelle Price

