



Media Release

Tourism Month Activations

12 September

Tourism KwaZulu-Natal in partnership with Amajuba District Municipality, Newcastle Local Municipality embarked on a campaign during Tourism Month (September); the campaign which aims to encourage the people of KwaZulu-Natal to travel and discover their own destination. Another aim of the activations was to unearth the social, cultural and historical stories of the townships, thereby profiling the whole township experience.

The activations started on the 9th – 11th September 2016 as per the following schedule:

- 1. Tourism Friday activation - Chelmsford Nature Reserve - Newcastle (09-10 September)**
 - Partnered with Ezemvelo KwaZulu-Natal Wildlife
- 2. Shisanyama Sunday with Gagasi FM: Madadeni Village Walk (11 September)**
 - Gagasi FM Live Broadcast (2-6pm)
This was done in partnership with Gagasi FM who were broadcasting live from the Village Walk and representatives from other media houses were part of the session.

Both sessions were attended by the Mayor of Amajuba District Municipality, Cllr Dr Musa Ngubane and Newcastle Local Municipality's Mayor, Cllr Makhosini Nkosi. On both sessions the Mayors were given a media platform to talk about tourism opportunities within the Amajuba District. The focus was more on the role played by tourism in creating employment and economic development. The Mayor of Amajuba District Municipality, Cllr Dr Musa Ngubane, reminded the attendees of the activations of the rich history of the district. "We are in the history books as the district for having one of the most celebrated small towns which is known as a "Town within a Game Park", Utrecht. The same Utrecht played a prominent role in the Anglo-Zulu War of 1879 and the town has got 10 National Monuments and 10 historic sites. In Newcastle we have Blaaubosch with the trails of Chief Albert Luthuli who was a principal in one of the schools there and he lived with the community of the area. It is in that regard that we invite people from all corners of the continent to consider visiting our district with this very rich history. We further invite our

communities especially schools to utilize the “Mahhala Friday” opportunity offered by Ezemvelo KwaZulu-Natal Wildlife, an opportunity which allows free access during the month of September in their sites”, said Mayor Ngubane.

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