



cata

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MEDIA RELEASE

CATA REVS THE MAHIKA MAHIKENG CULTURAL MUSIC FESTIVAL ENGINE AT COMMUNITIES HERE AND IN BOTSWANA

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By Thato Matshidiso and Kabelo Selebogo

Promotional activities highlighting events surrounding Mahika Mahikeng Cultural Festival 2017 got off to a roaring start last weekend, with part of the action right at the heart of neighbouring Botswana capital of Gaborone.

Music and culture lovers were entertained over the weekend across the capital city of Bokone Bophirima as well as across the borders of South Africa in Botswana during the activations of Mahika Mahikeng Cultural Festival 2017.

Not only was it music galore on the streets of Mahikeng and Gaborone – amid intermittent heavy showers in both cities – but revellers were also treated to free t-shirts at malls, taxi ranks and car washes where they were also handed out leaflets on the programme of the Festival.

The Botswana promotion was in partnership with the Provincial Department of Tourism. The idea was to market the event outside South African borders. The 2017 edition of Mahika Mahikeng is the third – with the idea being to attract various target markets from local, national and across the Border.

MEC for Tourism, Desbo Mohono conducted a radio interview with the popular Gabs FM to convey information about Mahika Mahikeng as well as about the hospitality opportunities and other logistics prior to the event. The two-day event over the weekend saw acts such as Khuli Chana, Nadia, Molemi and various artists from Botswana entertaining Gaborone locals.

The Province will use Mahika Mahikeng to help drive the local economy through tourism and the arts, while offering opportunities for various SMME's. The Festival will seek to empower local talent through workshops, fringe stages and other showcases as well as drive social development and empowerment.

More such fun promotional activities are planned as follows.

30th November 2017 at Ramatlabama Village Mahikeng

01st December 2017 at Lotlhakane Village Mahikeng

02nd December 2017 in Gaborone, Botswana



02nd December 2017 at Lomanyaneng Village, Mahikeng

04-09 December 2017 Fringe activations at Mmabana Park

National and Local artists will share the stage during the four-day event. Entertainment for Mahika Mahikeng is scheduled as follows:

07th December 2017- Joyous Celebrations at Mmabatho Convention Centre

08th December 2017- Maftown Heights at Mmabatho Stadium Parking Area

09th December 2017- Comedy Show at Mmabatho Convention Centre

10th December 2017- Jazz Festival at Lotlamoreng Dam

Members of the media are invited to attend and cover the promotional events.

Further information please contact: Marketing and Communication Director Mr Shuping Sebolecwe at 018 388 2763 or 083 30 26 318.

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