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Lifestyle Family Market A Success

By Thato Matshidiso

Crafters, ordinary folks and drinks-and-food lovers filled the Montshioa Cultural Village on Sunday November 26 during the Urban Family Market. The aim of the event was to promote local products as part of the Mahika Mahikeng Cultural Festival Market build-up activities.

The Urban Family Market is a Mafikeng-born company that promotes local SMME's, providing a platform to showcase their brands to the general public - thus ensuring a sustainable income for them.

"We create a family-friendly environment for people in and around Mafikeng to come and enjoy themselves in an environment which is safe and secure," said the founder of Urban Family Market, Mme Mokgabo Pule.

"All our vendors are from Mafikeng and surrounding towns such as Zeerust, Lichtenburg and Itsoseng. We are very happy with Sunday's turnout," she added.

Tshegofatso Modisakeng from Ramatlabama village leads by example by preserving and promoting his culture and identity as a Motswana. He owns a company called *Motswana pty*, which sells unique personalised time pieces, clothing and shades.

"The idea of Motswana brand came about years ago when we were still at University and we saw how Batswana young people lost their identity by adopting other cultures when they arrived at places such as Johannesburg," he said. "We wanted to create something that we can be proud of as Batswana from Bokone Bophirima."

The main three-day Family Market at Mahika Mahikeng Cultural Festival will take place from December 7-9 at the Mmabatho Convention Centre parking area.

All vendors who are interested in participating in the Mahika Mahikeng Cultural Festival Market can contact Ms Mokgabo Serapelo on 072 349 0320 or send an email to mokgabopule@gmail.com

