



DIRECTORATE: CORPORATE COMMUNICATION & IT

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“Are Yeng Bokone Bophirima” Brand Property a vehicle for socio-economic change.

Mmabatho -The North West Department of Tourism remains adamant that the “Are Yeng Bokone Bophirima” Brand Property will perpetually serve as its vehicle for creating employment, alleviating poverty and thus improving the ordinary lives of the North West people at large. This was evident during the Bray July Weekend Experience, an event which offers an amazing Kalahari Desert experience in a small dorpie which borders South Africa, Botswana and Namibia.

MEC for Tourism, Desbo Mohono said that it is important to grow this Bray July brand property. “We need to ensure that there is enough economic stimulation in this part of the province through attracting tourists both local and international. We need to put in enough efforts in growing this Bray July Weekend Experience as it will serve as the epitome of socio-economic emancipation for our people in Bray”, Mohono said

Amongst other headlining events is the Miss Bray July Beauty Pageant and a local Soccer Tournament which if their standard is improve they can become a success and have the desired socio-economic impact.

The Acting Head of the North West Department of Tourism, Charles Ndabeni said that the Miss Bray July Beauty Pageant is a great platform for empowering young women and giving them exposure.



“This beauty pageant has great potential for a corporate social investment (CSI) project. We will engage with the relevant people to see how further improve it as a department. We will also seek private sector partnerships to assist us in exposing these young women to a better life which is alive with possibilities”, said Ndabeni.

This year’s Miss Bray July’s second Princess is Poppy Motshabi (22) and the first Princess is Magdeline Sesipi (20), and the winner is the 21 years old Florentia Visagie.

Besides the cash prize, Visagie will also throughout her reign be an Ambassador for Responsible Gambling for the North West Gambling Board.

She will also be joining the North West Department of Tourism team on their journey to Durban for a three days marketing and promotions activations of the North West Province at the Durban July Weekend.

Spokesperson for the Department and also Acting Chief Director for Tourism Growth, Development and Transformation, Dineo Lolokwane said that through the Are Yeng Bokone Bophirima Brand Property the department will embark on a massive Marketing Activations at the Durban July Weekend.

“We are going to robustly promote and market the province at this year’s edition of Durban July and we would like to take some of the key stakeholders of the Bray July with us so that they are to be exposed to events of Durban July’ stature. They will be able to sell the Bray July Brand to hundreds of people and attract even more people for the next Bray July Weekend Experience”, said Lolokwane

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Issued by the North West Department of Tourism

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