



DIRECTORATE: CORPORATE COMMUNICATION & IT

Media Statement

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Bray July Horse racing to rebrand North West province

Bray: The cold front that hit the country this weekend could not deter thousands of horse racing enthusiasts from descending to the driest part of the country this Saturday in the Kalahari where the biggest annual bush horse racing took place. The Bray July horse race, in its 18th year has thus far managed to inject thousands of rands into the small dorp of Bray, which is on the boarder of Botswana and Namibia in the North West province.

Addressing the media during the festivities at the race, the MEC for Tourism in the North West Desbo Mohono once again called for Public Private Partnership in making the Bray July horse racing one of the biggest events in the country. Mohono said that the partnership will see this event grow into one of the most attractive brands that will further position the North West province as a preferred tourism destination. She said that an event of this magnitude will assist in alleviating socio-economic challenges such as poverty and further create jobs.

“Our vision is to grow the Bray July brand property to be the largest horse racing event in a small dorp in South Africa, Africa and the world by 2020 in line with the Provincial Tourism Sector Strategy Vision 2020. Bray July will reposition and further rebrand this province. Thus far this is the biggest bush horse racing event in the country and as government we will strive to support this initiative until it becomes sustainable,” said MEC Mohono.

Meanwhile the Chairperson of the North West Gambling Board, Mr Tiego Kgomo, echoed the same sentiments by the MEC. He said the Board will continue to support the event and further ensure that they promote responsible gambling. Kgomo emphasized the Board’s support to ensure compliance in terms of regulations and legislations governing gambling.

In making sure that the betting’s are legal the North West Gambling Board issued a special temporary Totalizator License and special permission to hold a Horse Race meeting in terms of section 56 and 59 of the North West Gambling Act, 2001 (Act No. 2 of 2001), as amended, read together with Regulations 283 and section 48 (2) of the National



Gambling Act, 2004 (Act No. 7 of 2004) to Bray July (Bray Ontspanningsunie) annual horse racing event.

The race has managed to produce the youngest jockey ever. Thabo Kwetsi who is a grade four pupil at the Ebenezer Christian School in Bray, was the most elated amongst other jockeys as this was his first race to victory. The 15 year old said that he intends to ride in other big races in the country like Durban July and the J&B Met. Kwetsi was not the only young jockey, Leandri Du Plessis from Ellisras Hoer Skool also won one of the races. Leandri wants to become a professional jockey and compete in big races like Thabo.

This year's event managed to attract approximately 2,000 enthusiasts from neighbouring Botswana, Namibia, Lesotho and other small dorps in the North West. Since its establishment, primarily Bray July has been about the traditional horse racing with a natural turf of red sand soil of the Kalahari. The event has also been providing a short break experience for the tourism, outdoor life and camping fanatics with a life away from everything. The red Kalahari sand track is unique and horse owners from all over the country brought their top jockeys to compete in the race.

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