



## EZEMVELO MAHALA FRIDAYS AND HERITAGE WEEK CELEBRATIONS

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28 August 2016

Ezemvelo KZN Wildlife (Ezemvelo) has come up with a MAHALA FRIDAYS initiative that is aimed at encouraging the local communities to visit nearby Game Reserves. During MAHALA FRIDAYS, the first 100 South Africans will be allowed free entry to all Ezemvelo Game Reserves. A South African ID Document will be required at the gate before being allowed to access the Game Reserves.

The MAHALA FRIDAYS initiative is only applicable during the month of September as part of celebrating Tourism and Heritage Month as well as commemorating the World Tourism Day. It however excludes Game Reserves within Isimangaliso Wetland Park, World Heritage Site.

The World Tourism Day was established in September 1979, in Spain, by the United Nations World Tourism Organization (UNWTO) to raise awareness of the importance of tourism to communities. World Tourism Day is commemorated on 27 September each year through appropriate events on themes selected by the General Assembly, on the recommendation of UNWTO's Executive Council. This year's theme is **"Tourism for All – Promoting Universal Accessibility"**.

"It is Ezemvelo's goal to promote our parks not only to international visitors but to our local communities also. The MAHALA FRIDAYS initiative will help to encourage local communities to connect with and explore our amazing and beautiful landscape whilst learning about our ecosystems." Dr. David Mabunda, CEO Ezemvelo KZN Wildlife said.

As if affording local communities free access to nearby Reserves was not enough, Ezemvelo is also inviting Schools to participate in **Ezemvelo Heritage week Celebrations from 17th - 24th September 2016**. During this week, interested schools will be taken on educational

tours where they will enjoy viewing amazing wildlife in all participating Ezemvelo Game Reserves. ***All interested schools are requested to contact their local Park Managers to make necessary arrangements.***

Commenting on this rare opportunity afforded to any interested schools, Dr. Mabunda said, “It is Ezemvelo’s hope that allowing schools free access to our Reserves will help to instill interest in biodiversity conservation and help us to build a future client base. When it comes to choosing a holiday destination, children have a great influence on their parents and we hope that the exposure afforded to children will rub off on their parents.”

So, pack your picnic baskets, make sure your camera is charged and get ready to visit majestic Drakensberg mountains, follow the hunting trail of King Shaka at Hluhluwe Imfolozi Park and experience what is rated as the highest gorge swing in Africa, the Oribi Gorge.

For further enquiries please contact me on the following details.

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