



*Zulu Kingdom. Exceptional*

**Media Release**

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For immediate release

**To:** All media

**Attention:** News Editors and Journalists

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**LEGACY RIDE4HOPE CYCLISTS MADE MEMORABLE EXPERIENCES AS THEY  
PEDALED THROUGH KWAZULU-NATAL**

We'll be back next year promised Legacy Ride4Hope sponsors and cyclists as they opened two refurbished classrooms and the fencing for the entire eMphophomeni Secondary School in Howick, on Saturday afternoon (23.09.2023).

After completing 104km on the final day of the four-day 550km cycle tour from the historic Vilakazi Street in Soweto to the Nelson Mandela Capture Site in Howick 80 cyclists visited eMphophomeni Secondary School, inspected the refurbished classrooms and celebrated with the pupils and the members of the school governing body who will be beneficiaries of the classrooms.

Nosipho Simelane, a Board Trustee of the Legacy eRide4Hope Foundation told all gathered at the school that the purpose of the cycle tour was to do good for others and that each kilometre cycled was to better someone else's life.

Despite riding over 104km from Ladysmith to Howick the cyclists were filled with energy and excitement, and many described the cycle tour as a lifetime experience. It was summed up in a passing comment: "Victory is so sweet I feel that I could ride some more".

Lungelo Radebe, who cycled for KwaZulu-Natal described his experiences as really amazing. "You just need to be there to understand this experience. "When Tourism KZN invited me to ride I accepted immediately and It's such a privilege for me to ride for them."

Having not been in KZN since she was in primary school, and now seeing all the villages and the towns while riding through was fantastic. The places they stayed in were awesome, said Mari du Toit. Everyone described the accommodation and hospitality provided throughout the tour as exceptional.

Tourism KwaZulu-Natal is the KZN accommodation and hospitality partner with the Nelson Mandela Foundation (NMF) and its Legacy Ride4Hope initiative as it provides an opportunity to promote KwaZulu-Natal to sports tourism enthusiasts participating from across the country.

"We have found that one of the best ways to market and promote KZN as a holiday destination is through word of mouth – though people sharing their great experiences with others via social media. By ensuring travellers have a wonderful experience we create tourism ambassadors for KZN," said Pinky Radebe Tourism KZN Senior PR and Communications Manager.

A partnership with the NMF enables us to continue to position KZN as a sports destination and encourage groups of like-minded people to travel here together.

Importantly for us, the Ride4Hope event crossed several towns, provided scenic variety, and ended in the Midlands at the Nelson Mandela Capture site. So often events only focus on the major cities.

To all the cyclist Radebe said: "We hope that you had a chance to look around at the scenic route as you rode, that your stay at Anew Vulintaba Resort in Newcastle and Anew Hilton Hotel in the KZN midlands was memorable, that you Tweet it loudly, Instagram it boldly, blog it boisterously and return to the Zulu Kingdom with your families this Summer.

ENDS

**CAPTION:**

**Legacy Ride4Hope end at NM Capture Site:** After 104km on Saturday the final day of the four-day 550km cycle tour from the historic Vilakazi Street in Soweto to the Nelson Mandela Capture Site in Howick riders were in high spirits filled with a sense of victory. Captured at

the red-carpet welcome at the capture site are from left: Des Moj, Spha Ngubane and Mpho Motaung.

**For more information go to social media links to Tourism KwaZulu-Natal:**

Website: <https://www.zulu.org.za>

Facebook: Tourism KwaZulu-Natal

Instagram: Tourismkzn official

Twitter: @TourismKZN

Pinterest: KZN Tourism

Hashtags: #KZNHasItAll #Believelt

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