



adele lucas promotions  
public relations & event management



## **MEDIA RELEASE**

### ***2009 KHAYELITSHA FESTIVAL IN DOUBT***

Adele Lucas Promotions and the Khayelitsha Development Forum today announced that the 2009 Khayelitsha Festival will not take place as planned at the end of October 2009.

In a joint statement, they expressed concern that commitments made by the Provincial Government of the Western Cape at the opening of the 2008 festival have not yet materialized, resulting in the Festival being postponed until further notice.

"Every effort is being made to secure funding from government and the private sector so that the Festival can return, to fulfill its promise of becoming a major annual event which not only benefits the entire Cape Flats community hugely, but draws thousands of visitors from greater Cape Town and around the world" says Adele Lucas, Managing Director of Adele Lucas Promotions, the founder and promoter of the event.

The 2008 Khayelitsha Festival, staged to celebrate the community's 25<sup>th</sup> anniversary, enjoyed broad support from surrounding communities as well as small business, youth, the entertainment and fashion industries, the media and visitors from as far afield as Germany, Switzerland and the USA.

The City of Cape Town and the Provincial Government were the main sponsors, resulting in over 70 SMMEs and 20 NGOs exhibiting at the event and numerous new business opportunities opening up. The festival attracted a significant number of tourists and is an ideal platform for the future growth and development of Khayelitsha and surrounding communities, home to around 1,5 million people, as we approach 2010.

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