



**FEBRUARY 2009 NEWSLETTER**

## **Media announcement**

### **Invitation to Exhibitors 2009 Soweto Festival and Khayelitsha Festival**

Adele Lucas Promotions today announces the dates for this year's Soweto Festival and Khayelitsha Festival.

#### **Soweto Festival**

Venue: University of Johannesburg, Soweto Campus, Old Potch Road, Soweto

Dates: Thursday 24th September (Heritage Day public holiday) – Sunday 27th September

#### **Khayelitsha Festival**

Venue: OR Tambo Hall, Mew Way, Khayelitsha

Dates: Friday 30th October – Sunday 1st November

#### **About the festivals**

THE Soweto and Khayelitsha Festivals, created and organised by Adele Lucas Promotions, are hallmark community events. Uniquely, for events of this scale, the festivals are staged in the townships themselves rather than in the CBDs of Johannesburg and Cape Town.

The festivals run over several days with a strong social & economic development theme, as indicated by the sponsorship received from the City of Johannesburg, the City of Cape Town and the Provincial Governments of Gauteng and the Western Cape. Other significant sponsors include Standard Bank, Shoprite and Brandhouse.

Each festival comprises:

- a Consumer Exhibition for businesses, government institutions, NPOs and SMMEs;
- a comprehensive Business Training Programme for the participating SMMEs;
- an Entertainment Programme featuring big name artists as well as newcomers from the community;
- the Storytelling Boma for more intimate performances focusing on heritage and culture;
- an outdoor craft fair and exhibition;
- the Youth Zone which provides inspiration and entertainment for the 15 to 30 year old age group;
- a Beer Garden and Outdoor Recreational Area;
- a VIP Room for corporate entertainment and hospitality.

#### Some exhibitor comments:

“Interacting, marketing and networking my new product was excellent”.

“Networking has been very valuable, the vibe amazing with huge engaging potential”  
“Made our brand awareness huge and good sales.”

“Great exposure and networked with lots of different business people.”

“I really enjoyed the festival but I think we must have it every year. It was very successful.”

“Khayelitsha is wrongly regarded as a no go area, hosting the event has created an opportunity for people to see what we can offer with huge potential on ROI”

“From an exposure point of view the festival was invaluable. Visibility is the key and was afforded to us at the festival.”

#### Contact

Companies wanting to exhibit or take part in the festivals are invited to contact

Name: Steve Davis,  
Sales Manager,  
Adele Lucas Promotions

Tel: 011 646 5630

e-mail: [steve@adelelucas.co.za](mailto:steve@adelelucas.co.za)

Physical Address 75 Oxford Road  
Saxonwold  
2132