



the detea

the department of economic
development, tourism and
environmental affairs
FREE STATE PROVINCE

MEDIA ADVISORY

TOUR DE FREE STATE CYCLE TOUR

Tour de Free State is the new tourism initiative by the Free State Tourism Authority to unlock the tourism potential of the Free State and discover the hidden treasure of South African Tourism. The world will experience the tranquillity, scenic view and the open skies of the Free State through the pedals and the humming chains of the bicycles and the eyes of a peloton of professional bikers.

About 200 cyclists will tackle the planes, the hills and the valleys of the Free State for 5 days covering 547 km through the initiative to be themed “**JOIN US – TOUR de FREE STATE**” and “**MAKE THE FREE STATE A GO TO DESTINATION---NOT A GO THROUGH DESTINATION**”.

The tour is scheduled to start in Parys on the 24th August and end in Bloemfontein on the 28th August 2011.

Members of the media are invited to the launch. The details are as follows:

Date: 28 July 2011
Venue: Phakisa, Welkom
Time: 12h00

End!

Compiled by: Communication Unit

Department of Economic Development, Tourism and Environmental Affairs

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