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department of
economic, small business development,
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FREE STATE PROVINCE

MEDIA ADVISORY

FREE STATE PROVINCE LAUNCHES AN OFFENSIVE AGAINST THE DROUGHT CRISIS

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Government and artists come together to offer a helping hand to those affected by drought through the new Hydrate Free State Expo

It's a national catastrophe that is wreaking havoc in the country's agricultural sector and, as a result, hitting the consumer's pockets hard.

This Youth Month, the Free State Province will launch the Hydrate Free State Expo as one of the steps towards addressing the drought crisis that is affecting farms and homes alike. The Hydrate Free State Expo, which takes place on 11 June 2016, will be utilised as a stage where this climate change catastrophe is addressed and funds are raised to help hydrate areas suffering from a water shortage.

"The past year has been one of the most economically challenging periods in the history of our democracy and the devastating drought experienced in our province has affected the socio-economic environment significantly. The impact of the drought was and still is felt on a number of terrains," said Free State Province Premier Ace Magashule during his State of the Province Address this year.

People are expected to descend on to the Phakisa Raceway in Odendaalsrus in their numbers come Saturday, 11 June, for this lifestyle event.

Families can expect to enjoy some of the following events;

- A special celebration of Youth Month
- Water Conservation Awareness
- Drought relief promotion
- Exhibitions of products from local SMMEs in sectors of arts and crafts; health & wellness; fashion; green solutions etc.
- Children's play area with various kinds of entertainment
- Food stalls catering different cuisines
- Music festival by local and national artists and bands
- Car drifting spectacle

Alongside other Free State initiatives such as MACUFE, Cherry Festival, and Dipontsho tsa Maloti, Hydrate Free State Expo will also act as part of the build up to World Tourism Day which the province will be hosting in September.

With an exciting socio-economic programme like the Hydrate Free State Expo, it's easy to see how this province is going to be the next big thing in South African tourism.

- Hydrate Free State Expo will be held at Phakisa Raceway on 01 May 2016. Tickets are available from Computicket for R50. Children under 12 years come in for free. An addition R50 will be charged per cooler box, and no bottles and glasses are allowed.

For media inquiries, please contact:

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