



destea

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

**For Immediate Release
22 April 2016**

FREE STATE PROVINCE LAUNCHES AN OFFENSIVE AGAINST THE DROUGHT CRISIS

The new Hydrate Free State Expo is set to put the town of Welkom on the tourism map while helping out those affected by drought.

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.

On Workers' Day, 01 May 2016, 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 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 Sunday, 01 May, for this lifestyle event.

Families can expect to enjoy some of the following events;

- A special celebration of Workers' Day
- Water Conservation Awareness
- Drought relief promotion
- Exhibitions of products from local SMMEs (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

Alongside other Free State initiatives such as MACUFE, Cherry Festival, and Dipontsho tsa Maluti, Hydrate Free State Expo will also act as part of the build up to World Tourism Day which the province will host 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 will be available at the gates from 10am for R50 and the expo kicks off at midday 12pm. 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:

Kgotso Tau

Free State: Department of economic, small business development, tourism and environmental affairs

E Mail. tauk@detea.fs.gov.za

Landline number: 051 400 9544

Cell number: 082 833 9595

ENDS.