

ARTISTS ASKED TO HELP THEIR HOME PROVINCE

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ARTISTS and musicians across Free State have been urged by the provincial government to partner with them in order to sell and market the province.



"I am inspired by this province," says Don Laka

The call was made by MEC for economic development, tourism and environmental affairs Mamiki Qabathe this week at the Soetdoring Nature Reserve, outside Bloemfontein, where the department hosted more than 200 artists.

"We want them to assist us to brand this province and sell it to outsiders. We have seen that through music, poetry, art and drama we can achieve more," Qabathe said.

"Our province has many beautiful areas, game reserves and dams that many don't know about, including residents of Free State."

She said the province only received a large number of tourists during the Mangaung Cultural Festival and tourists should be attracted to visit the other parts of the province on a daily basis.

"We are proud that we have adopted 90 lions at Lionsrock Sanctuary in Bethlehem. The place hosts vulnerable and ill-treated wild animals picked (from) across the world. Recently we adopted four lions from Romania. It would be sad if that sanctuary was closed because people were not visiting it."

She promised to take artists and musicians on a tour of the many tourist destinations in Free State. "You must attract tourists through your God-given talent and become ambassadors. After visiting all those areas, we will give you the task to sell our province. We will also empower you financially and become partners for this project," said Qabathe.

Jazz artist Don Laka said artists needed to be inspired to bring out the best of their talents. "Many of my albums were inspired by reading and travelling. I am inspired by this province and by travelling in it," said Laka. He promised to write a song about what he had seen in the province.

Local musician Mmuso Motsoika said they were prepared to join hands with the government and that music could be used to fight crime, HIV-Aids and the abuse of women and children.

[Source: www.sowetanlive.co.za]