

## POWERBOAT FEST BOOSTS THE REGION

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### ***Maryna van Wyk***

The Powerboat and Lifestyle Show, which was held in Parys at the weekend, will soon be one of the biggest events on the South African Tourism calendar, with 3000 people attending the festivities.

The Free State Tourism Authority was once again host to the Phakisa F1 Power Boat event at the Parys Golf Estate. This year's event was planned so that every member of the family could enjoy a wide choice of activities.

The event commenced on Saturday with a street parade through Parys, Tumahole and Sconkenville – where vintage cars, bikes and boats were paraded to the locals to give them an impression of what the Vaal river banks would host the next day. The parade then proceeded to the venue where children's entertainment, food and exhibition stalls, helicopter rides, aerobatic displays, wine tasting and vintage cars on display awaited revellers.

The main attraction of the event was the F1 power boat competition in which the participants competed for World Series points.

Spokesperson for the provincial tourism authority, Tsediso Lerumo, said this year's entertainment was expanded in line with the authority's objective of positioning the province as a destination where mega events could be hosted.

"The F1 powerboat competition is but one of those events that are aimed at fulfilling this objective. The Vaal river's banks are home to Free State communities as well as Gauteng visitors who were invited to be part of the event through advertising and other forms of marketing," he said.

Lerumo said it needed to be noted that the event would also begin to provide for social responsibility towards communities as there will be a wine auction where the proceeds will be donated to the Ngwathe mayor's charity of choice.

“And one of the four artists who displayed their paintings will win a chance to display his or her work at one of the leading galleries in the Gauteng province,” he said.

Lerumo said the powerboat event would continue to ensure that youth development, especially from previously disadvantaged communities, continued to empower young people and prepare them to be professionals within this sporting code.

“From the tourism authority’s point of view, events such as this are also planned to ensure that there is a geographic spread of events across the province in the endeavour to attract more people in the province and provide provincial attractions” he said.

*[Source: [www.thenewage.co.za](http://www.thenewage.co.za)]*