



KWAZULU-NATAL PROVINCE

SPORT, ARTS AND CULTURE
REPUBLIC OF SOUTH AFRICA

DUNDEE AND NEIGHBOURS GEARS FOR FESTIVITIES AAS 2023 DUNDEE JULY CLOSER

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MEDIA ALERT ATT: EDITORS AND REPORTERS

DUNDEE AND NEIGHBOURS GEARS FOR FESTIVITIES AAS 2023 DUNDEE JULY CLOSER

With slightly 10 days left before the 18th edition of the Dundee July takes place in the northern KwaZulu-Natal town, not only locals are gearing up for festivities and economic boom, but the entire Umzinyathi district and the neighbouring Amajuba, Uthukela and Zululand districts. Over the years the racetrack has been gradually upgraded as the Provincial Government continues to invest to improve the standard of the event which continues to grow and attracts thousands of visitors.

This year's festivities will begin earlier than usual as new features and activities have been added, meaning more economic boom for the town of Dundee and its neighbours like Nquthu, Vryheid, Newcastle and Ladysmith where most guests are always accommodated.

The Dundee July African Royalty Week will kick off from the 11th to the 14th of July 2023 with a variety of build-up events lined up before the big day.



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The following events will take place during the week:

- Dundee July Equine Careers Expo targeting local schools and Amajuba FET students on 11-12 July.
- Dundee July comedy show on 13th July.
- A colourful Dundee July Street carnival extravaganza on the 14th of July.
- Miss Dundee July Ambassador contest on 14 July.

THE MAIN EVENT

The main race event day on 15 July will feature 12 races including two women's races as well as two international races themed "Umtelebhelo We Afrika".

The day also features choreographed live fashion shows, showcasing upcoming and established designers products.

Hospitality/corporate marquees will be featured under the theme "AFRICAN ROYALTY".

The SMME village will provide trading spaces for local vendors as part of efforts to ensure that small businesses from the area also benefit from economic opportunities.



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Commenting on the race, the MEC for Sport, Arts, and Culture, Dr Ntuthuko Mahlaba said several stakeholders reap the economic benefits of the event.

“Model national events have also been established such as the Dundee July which benefits both horse owners and jockeys in the form of stake money and other equine benefits such as access to veterinary services, horse feed, transportation and hospitality sector. Other related sectors also benefit immensely from the hosting of the Dundee July, fashion, arts, transport, retail and hospitality benefit substantially the economic spin-off are critical for our support for this event,” said MEC Mahlaba.

“Our aim as the Department of Sport, Arts and Culture is to see the Dundee July grow to improve the lives of the people in the district by contributing to job creation and economic growth in the province. This can only be achieved through the solid partnerships we have built over the years and which we continue to harness as we gallop forward.”

“We know that upon this foundation, the growth pattern is expected to continue over the coming years with a greater focus on infrastructure improvement, entrepreneurship, job creation, and skills upliftment,” added MEC Mahlaba.

ENDS



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ISSUED BY THE KWAZULU-NATAL DEPARTMENT OF SPORT, ARTS AND CULTURE.

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