



Department:  
**Arts and Culture**  
**KWAZULU-NATAL**

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**02 June 2010**

**Media advisory**

**To: All media**

**Attention: Arts/Entertainment and Sport Reporters**

**PIETERMARITZBURG TO BE A HIVE OF ACTIVITY AS COMMUNITY  
ACTIVATION PROGRAMMES ARE LINED UP FOR THE WEEKEND**

The city of Pietermaritzburg will be a hive of activity as a series of community activation programmes are lined up over the 6<sup>th</sup> and 7<sup>th</sup> of June 2010. The rolling Fly The Flag Campaign will make its final stop at the Umgungundlovu District Municipality over the weekend where the Department and Umgungundlovu District Municipality will welcome the Paraguayan national soccer team as they will make Pietermaritzburg their home during the Soccer World Cup. A very colourful Carnival through the streets of Pietermaritzburg will also be part of the weekend activities. The Carnival will comprise bikers, rickshaws, multicultural music groups, artists and renowned DJs, among others. It will then culminate into an edutainment event where KwaZulu-Natal MEC for Arts, Culture, Sport and Recreation, Mrs Weziwe Thusi and Umgungundlovu District Mayor, Mr Yusuf Bhamjee, will address the audience. Thereafter the audience will be treated to entertainment by well-known artists and radio DJs. The event is expected to attract multitudes of people.

Other activities include soccer matches, traditional music, multi-cultural song and dance, teaching about national symbols and the use of the National Flag, teaching the lyrics of the National Anthem, diskidance, among others.

Over the past two months the campaign, which keeps getting bigger and better, has been to all KwaZulu-Natal's district municipalities, enabling Government officials to interact with citizens.

MEC Thusi believes the campaign has been a tremendous success.

“Over a very short period of time we have been able to connect with people in rural and hinterland areas of our Province. The results of the campaign have been a tremendous sense of patriotism among the people. Most people have since made sure that their vehicles are branded with colours of the national flag. This is proof that the people of South Africa and KwaZulu-Natal, in particular, have heeded our call to fly our flag very high during the Soccer World Cup. Most of them have been digging deeper in their own

pockets just to ensure that the country's flag is promoted. It is at times like these that one feels good to be a South African," said MEC Thusi.

The campaign's aim is to mobilise communities to rally behind the national team, raise awareness about the Soccer World Cup Competition and instil a sense of national pride and patriotism among the populace.

**Members of the media are invited to be part of the activities, details of which are as follows:**

**5 June 2010**

10h00 - 12h00 Street Carnival from Woodburn Stadium to Harry Gwala Stadium

08h00 -11h00 Soccer Clinic at Harry Gwala Stadium

13h30 - Soccer match (uMgungundlovu Under 20 vs Paraguay Under 20)

15h00 - Bafana Bafana vs Denmark - live on big screen

**06 June 2010**

11h00 Premier XI vs Paraguay Media XI

13h00 Team Paraguay practice game

**(Please note photo opportunities)**

The events are a collaborative effort between the Department of Arts and Culture, National Lottery Distribution Fund, Ithunga Development, Umgungundlovu District Municipality and KZN Young Designers.

**Issued by KwaZulu-Natal Department of Arts and Culture. For more information, contact Vukani Mbhele on (033) 264 3466/083 307 8964**