



**5th Annual Marula Festival  
25-27 February 2010  
Impala Park Stadium**



## 2010 Marula Festival Media and Communications Plan

The 2010 Marula Festival unlike other previous ones, will be taking place almost three months before the big world soccer event, FIFA World Cup. Marula Annual Festival in 2010 will be used as a draw card for showcasing Limpopo Province and Ba-Phalaborwa as a **'Preferred eco-tourism destination in Southern Africa'** and most importantly, to profile the town of Phalaborwa as a basket full of tourism activities with its close proximity to major tourist destinations including the world's renowned Kruger National Park incorporated within the Greater Limpopo Transfrontier Park, which includes Mozambique and Zimbabwe. Ba-Phalaborwa Municipality has to this end been declared to be the permanent home of Marula Festival.

The Festival of the First Fruit (Heritage Phenomenon) by Ba-Phalaborwa Municipality, DSAC and LEDET will be held as follows:

Date	Activity	Venue	Time
28 January 2010	Media Launch	Hans Merensky	18H00
29 January 2010	Go loma morula	Seloane Traditional Authority	10H00
29 January 2010	Go loma morula/Ku luma vukanyi	Muti-wa-Vatsonga	18H00 (evening event)
30 January 2010		Muti-wa-Vatsonga	06H00
05 February 2010	Go loma morula	Mashishimale Traditional Authority	10H00
12 February 2010	Go loma morula	Maseke Traditional Authority	10H00
19 February 2010	Ku luma vukanyi	Majeje Traditional Authority	10H00



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20 February 2010	4x4 Challenge	Kelly's Hell Farm	08H00
21 February 2010	Youth Golfer' Day	Hans Merensky	07H00
24 February 2010	Local Business Golfer's Day	Hans Merensly	07H00
24 February 2010	Go loma morula	Makhushane Traditional Authority	10H00
24 February 2010	Gala Dinner	Mopani Country Lodge	18H00
25-27 February 2010	Exhibitions	Impala Park Stadium	07H00
25 February 2010	Golf Challenge	Hans Merensky	07H00
25 February 2010	Career Fair	Mopani SE FET	07H00
25 February 2010	Fun Fair	Impala Park Stadium	07H00
25 February 2010	Cuisine ala Marula	Bollanoto Tourism and Information Centre	
26 February 2010	Miss Fohloza	Impala Park Sports Hall	
	Indigenous games	Impala Park Stadium	
27 February 2010	Business Networking Golfer's Day	Hans Merensky	07H00
27 February 2010	Half Marathon and fun run	Race starts in the Kruger National Park	07H00
27 February 2010	Street parade	Weldevey Park (Phalaborwa, next to the Post Office)	10H00
27 February 2010	Limpopo Marula Soccer Tournament	Impala Park Stadium	



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<b>27 February 2010</b>	<b>Open air concert</b>	<b>Impala Park Stadium</b>	<b>15H00</b>
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- ❖ Tickets for events held at the Impala Park Stadium (shaded blocks) will be sold at Compu-Ticket at a cost of R60 per adult and R15 per child.
- ❖ Tickets will also be sold at the gate of the Impala Park Stadium on the 25-27 February 2010.
- ❖ For the 4x4 Challenge, tickets will be sold at the gate on entrance to Kelly's Hell Farm on the Spekboom Street to the Silonque Estates.

**Please note: No bottles allowed at all the venues hosting the marula festivities.**