



**10 July 2017
MEDIA RELEASE**

BIGGER, BETTER DUNDEE JULY PROMISED!

The organisers of the Dundee July Rural Horse Riding event taking place this weekend, have promised a much improved and better event in all aspects of the annual showpiece.

Starting with the Friday 14th activations, the street parade will now take the form of a fully-fledged Carnival. For the first time, this year's event will no longer be confined to the traditional main street through the town ending at the Endumeni Municipality Offices. It will now be a day-long event, starting with activations at Majuba Park, heading to Sibongile's Freedom Park, where a lot of festivities are lined up, including performances by local and leading artists.

The official Dundee July pre and after parties will be hosted by Village Events at Jobes Nite Life, Glencoe. Tickets are available at Computicket.

On the race day (Sat 15th) , visitors can expect an action-packed day full of fun, horse racing, fashion, red carpet activations and entertainment.

DO's AND DON'Ts AT THE EVENT

The safety and security of all patrons attending the race is of paramount importance to the organisers. For this reason, much attention has been paid to securing event. The number of security personnel, including guards, police and traffic officers have been greatly increased in line with the growth of the event.

Pre-screening posts have been introduced ahead of the main entrances. The security will be tight including during the evening music event and the public and visitors are urged to co-operate with the security staff at all times.

PARK AND RIDE AND COMMUTER SERVICE

A free park and ride system will be enforced to overcome congestion of the roads around the venue, in particular the "Orange Groove Road". Only permit-holders will be allowed to drive into the venue.

The public and patrons of the hospitality marquees are urged to utilize the Park and Ride system which has been put together with the local taxi association.

The Park and Ride will be at Foch Street. Security guards will watch over the vehicles.

Public vehicles will not be allowed into the venue event during the Evening Music Extravaganza.

In addition, commuters will also have a free taxi service taking them from the rank in town to and from the venue. The service is scheduled to run from 8am on Saturday till the next morning.

TRADING AND ALCOHOL

Only vendors with permits will be allowed to sell their goods, mainly fast foods and non-alcoholic beverages at designated areas inside the venue. Those without permits, which is obtainable from the municipality, need not come as they will be removed by security even if they are outside the premises.

Public selling and consumption of alcohol is strictly forbidden and will only be permitted in designated areas. Only hospitality marquees with proper licensing are allowed to serve alcohol.

PARTNERS

The Department of Sport and Recreation would like to show appreciation to the following sponsors:

Amathole Funerals and Village Events- Major Sponsor

Ithala Bank - International Race Race sponsor

KZN Gaming and Betting – Major Race Sponsor

Orange Grove Dairy – Long standing partner

Hollywood Bets - New partner

Other partners: Umzinyathi District Municipality, Endumeni Municipality, Rural Horse Riding Association, KZN Department of Arts and Culture, KZN Department of Agriculture and Rural Development, Coastal Horse Care Unit, KZN Fashion Council, Gold Circle, Ukhozi FM and Isolezwe (Official Media Partners)

Issued on behalf of the Organising Committee

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