

Whale fest promises to be bigger and better

BY Lauren Beukes

SODURBA Tourism Association is excited to announce their third annual Welcoming of the Whale festival held at Brighton Beach, Bluff on 29 June.

The free event is open to the public and it is promised to be bigger and better. The whole of Foreshore Drive will be closed to provide a street festival feel.

The theme Sodurba are working towards is Whales/ Marine life/ Eco friendly/ Sustainable.

Sodurba encourages the community of Bluff and surrounding areas to attend the festival. "It is important to attend this festival as we are trying to provide the people of KZN education on the importance of our Humpback Whale migration past our coastline and why it is so important to protect them. There is nothing like this in KZN, besides it been a free family day-out," said Helga du Preez, chairman of Sodurba.

During last year's whale festival, the skeleton of Destiny the Whale, decorated with recycled bottle tops, was on display. Destiny the Whale will be at her final resting place in the next month or two. Another whale will be designed and positioned around the area, like the previous years.

The members of Sodurba the most exciting part of the festival is watching thousands of people attend as it gives them a chance to impart their knowledge to them. "This a worldwide event that is bringing many tourists through our doors," added Du Preez.

With tourists flocking to the Whale Festival means there are opportunities for the locals to benefit from the initiative.



Helga du Preez, chairman of Sodurba.

The festival forms part of the Maritime Heritage Route and Whale Watching Experience, it creates a sustainable and responsible tourism opportunity.

"Tourism creates jobs, jobs create social welfare. The Festival Creates awareness on why we need to protect our Whales and Marine Life – especially with regards to our over use of plastics," she added.

The Festival gives locals the opportunity to advertise and sell their creations/ businesses.



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