

Volvo Ocean Race Village officially opens in Cape Town

The Volvo Ocean Race village officially opened at the V&A Waterfront on the evening of 1 November 2014, supported by the South African Maritime Safety Authority (SAMSA), marine tourism and leisure counterparts, and sports officials, during a fun filled extravaganza attended by excited children, tourists and enthusiastic water sports fanatics.



Blasting off canons at the opening were SAMSA Corporate Affairs head Ayanda Mngadi joined by Tom Toubert, VOR Chief Operating Officer, Andre Blaine, Commercial Property Executive for the V&A, Peter Hall of South African Sailing, City of Cape Town's Councillor Gareth Bloor and the organisers of the VOR in Cape Town, Worldsport head Bruce Parker-Forsyth.

Cape Town is the first stopover for the 2014/15 Volvo Ocean Race which began in Alicante, Spain on 4 October. On show at the V&A is an interactive race village, where among other exhibits, SAMSA is hosting an exhibition in Jetty 1 at the Robben Island Museum and will, during this time, host various activities.

The international ocean race draws thousands of international tourists to Cape Town and daily activities are televised to billions around the world. SAMSA partnering with the race allows the authority to raise awareness of maritime careers, promote maritime tourism and leisure and further mainstream yachting which has been an exclusive sport, making it more accessible to communities previously disadvantaged.

You will find during the stopovers fantastic free entertainment: concerts, ceremonies, celebrity appearances, and activities within the Volvo Ocean Race Experience.

Said Mngadi: "The VOR is not just about a gruelling sailing race. It allows South Africa to show case to the world what we have on offer in our cities from a marine tourism and leisure perspective. From a marine sports and leisure perspective, it allows SAMSA to boost its activities and highlight the importance of maritime interests."

During the 19 day stopover, the VOR will be in the Port of Cape Town SAMSA will host various activities including being part of the all women Team SCA conference, hosting youngsters for a Try Sailing programme, being part of the Pro-Am

racing where SAMSA will choose sailors to go out racing themselves and to experience the power of the yachts first hand.

Mngadi said: "Oceans contribute significantly to the economic power base of port cities, thus enhancing the associated economic stability and development of our nation, creating jobs and opening the markets for new business. Marine Tourism and Leisure adds substantially to the tourism sector and provides a significant contribution to economies of coastal towns"

For more, go to www.volvooceanrace.com

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