

Beat the lockdown blues with #LoveCapeTown

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South Africa has been in lockdown since the end of March, and even with the easing of regulations, movement and gatherings remain restricted as we unite to contain the spread of Covid-19.

This marks a period where globally, our lives have changed! It's difficult being separated from family, friends and colleagues with many people missing the buzzing Mother City! In a bid to help lift the spirits, Cape Town Tourism has reached out to some of the city's most-loved local celebrities creating a #LoveCapeTown Lockdown Survival Guide. These videos share lockdown tips to manage staying indoors but, most importantly, provides a healthy dose of humour, in true Capetonian style!

This fun #LockdownSA series of videos features comedians such as Marc Lottering, Mel Jones and Nik Rabinowitz, musicians including Chad Saaiman and Acoustic Element, sports stars like Scarra Ntubeni and JP Duminy and brand guru Thebe Ikalafeng, sharing their tips on how they're coping with the lockdown while providing some comic and musical relief during these crazy times.

"We really wanted to share some light relief to help us all tackle this challenging new normal," says Enver Duminy, CEO at Cape Town Tourism. "We're living in strange times right now and we know that many people are struggling to find reasons to smile. But we must never forget that in the Mother City, we are remembered for the heart and soul of our people. The warmth and neighbourliness of Capetonians has continuously been recognised on the global stage so if you can't visit us right now, we will bring the entertainment to you."
Alderman James Vos, Mayoral Committee Member for Economic Opportunities and Tourism says: "As a visitor walks through the streets of Cape Town, explores our national parks, enjoys our beaches, enjoys what our Winelands create, they will undoubtedly enjoy the natural beauty of Cape Town. But what turns that enjoyment into a love for our city is what we as locals offer. It's campaign's such as this #LoveCapeTown Lockdown Survival Guide, which keeps the world talking about our warmth, passion, welcoming nature and our humour and this keeps our city top of mind and will keep visitors coming back to Cape Town year, after year, after year."

Highlights of the series include the opportunity to dig deep into the imagination of popular YouTuber Mark Fitzgibbon, Cape Malay culinary legend Fatima Sydow's delicious Sunday morning koesisters, professional surfer and radio personality Deon Bing's insight into how surfers who are desperate to get back into the water can still stay fit on land, and popular

radio and TV star <u>Tracey Lange's</u> tips on how activities like knitting can not only keep you busy, but also provide warmth for someone in need.
"We really enjoyed putting this series together, even producing a wrap-up video, which is a must see! We hope that people are as entertained by it as we are," says Duminy. "We are tough! We are resilient! And together we will get through this," he concludes.
Check out the #LoveCapeTown Lockdown Survival Guide video by clicking here.
View the full video series here: A Survival Guide to the Lockdown.
Cape Town Tourism is a voluntary tourism association and the official destination marketing and management organisation for Cape Town.
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