



9th Floor Media24 Centre  
40 Heerengracht St, Foreshore  
Cape Town 8001



[www.capetowncarnival.com](http://www.capetowncarnival.com)

## PRESS RELEASE

### **Lekker Cape Town Carnival hits the schweet spot**

Thousands of visitors and locals jolled together last night (EDS: 16 March) as the annual Cape Town Carnival lit up Green Point's Fan Walk with dance, music and unique Mother City magic.

It was the party of the year, delivering mind-blowing floats, sensational costumes and the general festive vibe that the event has become known for. Fifty community groups from across the metropol danced, marched and entertained, accompanying a variety of otherworldly creations lovingly created over the past months.

"This year's Cape Town Carnival's theme is *Lekker*; which is a way of being, a feeling we want to share, coupled with nostalgia and fantasy to bring you a fabulous parade. When I look at the spectators and performers it just shows how much creativity, gees and goodwill we have in Cape Town," said Professor Rachel Jafta, Chairperson of the Cape Town Carnival.

The parade offered onlookers a taste of the colorful cultural melting pot of South Africa.

In addition to this amazing day and night of festivities, the Cape Town Carnival has a profound social and economic impact. "Events like this help us to showcase all that Cape Town has to offer to a global audience. When visitors come for this event, they stay in our hotels, eat at our restaurants and support our local vendors. This event is important to Cape Town as our tourism strategy focuses on ensuring that there is an opportunity for employment in every single household in our city," said Eddie Andrews, Cape Town Deputy Mayor.

Kwezi Mtenganya, from carnival sponsor Multichoice, had this to say. "This was a phenomenal event. The Cape Town Carnival team must be very proud of what they put together. As Multichoice we never doubted that it was going to be an amazing event, but it has surpassed all our expectations and continues to grow from strength to strength. The contribution to the economy of Cape Town is huge." he said.

The main parade was preceded by a parade of the city and province's services, including EMS workers, LEAP officers and the smoking hot City firefighters.

"As always the firefighters are here, and they have become such an institution. The initiative began with us wanting to say 'thank you' to the service people for what they do for the people of Cape Town, and they were an instant hit with the spectators," added Jafta.





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Collaborations with international acts Lioness Fitness from the US and Kinetika Bloco from the UK added pizzazz. The cherry on the Carnival cake was Cape Town crowd favourite YoungstaCPT, who brought his own brand of *lekker* to the delicious *Schweet* float.

“The Cape Town Carnival is truly significant for everyone involved. The spectators are here to simply enjoy a lekker evening and just have a good time. We have 1550 performers and each of them comes from a different cultural background. They will all go home with a story, a family that is proud of them and them being proud of themselves for participating in a really world-class event,” said Anton Liebenberg, Cape Town Carnival trustee.

#### **Sponsors and Partners of the programmes and event:**

City of Cape Town  
Multichoice  
National Department of Sport, Arts and Culture  
DStv  
Media24  
Western Cape Government (Premier's Office and Department of Cultural Affairs and Sport)  
Kfm94.5  
Southern Sun  
WESGRO  
WP Media  
Okushal  
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City Sightseeing

#### **ENDS**

IMAGES: Images from Cape Town Carnival 2024 are accessible from [this Google Drive link](#)

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(Please credit Cape Town Carnival)

