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PRESS RELEASE

Cape Town Carnival, jou Lekker ding!

Get your glitter and gorgeous outfits ready because the Cape Town Carnival will be back on the Green Point Fanwalk on 16 March 2024 and this year it's all about celebrating everything that makes Cape Town and South Africa's city's cultural melting pot such a *lekker* mix.

Announcing "Lekker" as the theme for the Cape Town Carnival 2024 at the launch yesterday (EDS: 18 January), Cape Town Carnival CEO Jay Douwes said, "We talked about potential themes with artists, performers and community leaders, and it became very clear that everyone wanted a fun theme that represents who we are and what matters to us. And what matters to us is our diverse people, our rich culture, undeniable beauty and our knee-slapping sense of humour".

Community, culture and creativity are at the heart of the Cape Town Carnival, which draws together a wide range of participating groups that reflect the many facets of the Mother City. The 2024 event will feature 44 groups – with a total of more than 1 400 performers – ranging from marching bands to dance crews and everything in between.

Speaking at the launch, acting Cape Town Mayor Eddie Andrews acknowledged its importance in Cape Town's event line-up.

"The City has been a proud partner since 2010. The economic and social impact is essential, but for the performers you can't buy the kind of confidence that performing in front of tens of thousands of people creates," he said. "These events are attended by national and international guests, who stay in our hotels, spend money at our eateries, support our informal traders – that economic injection is important. It is what makes it *baie lekker* here in *Kaapstad*."

The event's role in facilitating an opportunity for all the city's citizens to gather in a safe civic space and share in the delight of watching the annual spectacle was highlighted by Kwezi Mtenganya, Multichoice General Manager, Regulatory and Public Affairs.

"The vital cultural and social character of the city is reflected during the Cape Town Carnival by the social interaction between all Capetonians and through the recognition and the respect they show one another," he said. "The event is about having the pride and courage to create a multicultural South Africa that brings communities together, promotes diversity, social cohesion, healing, and celebrates authentic African culture."





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Nontutuzelo Sekhabi, the Director of Performing Arts at the National Department of Sports, Arts and Culture, said that the department viewed the event as a vehicle to contribute positively to society.

“From the meticulous craft of float building to the creation of costumes, this platform offers the opportunity for innovation. May the festivities commence and may the spirit of ‘Lekker’ infuse every moment up until the last moment of the Cape Town Carnival,” she said.

To give a behind-the-scenes look at the work that goes into the creative process, Cape Town Carnival is running a social media campaign called #followyourheART that focuses on 20 of the participating community groups. The campaign highlights their passion and dedication and illustrates what a life-changing experience it can be to participate in the event.

“The Cape Town Carnival is a beautifully layered phenomenon that brings a lot of joy,” said Cape Town Carnival Board Chair Prof Rachel Jafta. “It has taught me that economic impact is so much more than the direct spend on the event. It also offers opportunities for skills transfer, job creation and above all, building social cohesion.”

Entry to the event is free but tickets will also be available for seats in strategically placed stands along the parade route. Tickets for Cape Town Carnival seats will be on sale on Quicket from next week. For more information see capetowncarnival.com.

Sponsors and Partners of the programmes and event:

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