



a world class African city

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Group Communications and Tourism Department**

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MEDIA RELEASE

The Best Way to See Joburg – A Race Across The City Using Public Transport [#ExploreJozi]

12 October 2013

On Saturday, 12 October some 50 intrepid Joburgers will be racing from Sandton to Soweto using public transport. In an effort to promote tourism awareness amongst locals – while simultaneously encouraging the use of public transport - the objective of this fun exercise is to illustrate how accessible Joburg tourism sites, attractions and landmarks are to locals - those who don't have their own transport.

Co-ordinated by the City's Transport and Tourism Departments, invited guests include media, private sector tourism and transport stakeholders, as well as local government officials. Organized along the lines of a paper chase or "Amazing Race" concept, five teams of 10 people each will race through Joburg from north to south, utilizing all forms of public transport available (including Rea Vaya, Gautrain, Taxis and the Red Tourist Bus), in an effort to reach their milestones via the given clues. Starting at Nelson Mandela Square, Sandton and ending at Nelson Mandela's house in Vilakazi Street, Soweto – this is guaranteed to be a memorable adventure and participants are encouraged to record their travels via Twitter [#ExploreJozi], Facebooks and blogs.

Background

The National Department of Transport has designated October as Transport Month. During this period, all Municipalities, its Entities and other Spheres of Government are required to promote transport related activities using various platforms.

The theme chosen for 2013 Transport Month by the City of Johannesburg is: *Living in the Corridors of Freedom in a Caring City.*

Over the years, the City of Johannesburg Transport Department has successfully supported Transport Month by collaborating on promotional events with Metrobus and the JRA. This year, the Department of Transport has planned a variety of activities with the JRA, Metrobus and Rea Vaya to highlight transport related issues. These range from Road Safety Awareness campaigns, Streets Alive Open Streets events and the opening of Complete Streets pilots, to encouraging Public Transport usage and issues relating to the Green Economy.

With thanks to the following sponsors who made this event possible: Rea Vaya, City Sightseeing's Red Hop On Hop Off Bus, Constitution Hill, Top of Africa @The Carlton Centre, Mandela House Museum.

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Johannesburg Tourism is a destination marketing organisation, dedicated to promoting tourism growth in the City. Its primary function is to promote Johannesburg as a business, lifestyle, sport and leisure destination, both locally and internationally. Its operations include running a Convention Bureau, a Visitor Services Bureau, as well as co-ordinating city-wide tourism marketing programmes, tourism information gathering and analysis.

Johannesburg Tourism Company has three offices:

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