



59/61 Mahatma Gandhi Street, KwaDukuza, 4450
Tel: 032 437 9405, Fax: 032 437 9487

PRESS RELEASE

16 JULY 2014

Dear Editor / Journalist

Igniting iLembe's tourism attraction

Tapestries beaded by iLembe crafters were officially handed over to the iLembe District Municipality on Wednesday, 16 July 2014.

The two tapestries were made by iLembe women in 2010 after Airports Company South Africa commissioned Africa! Ignite – one of the leading rural development agencies in the province – who partnered with Enterprise iLembe and the the local community to tell the story of the district using beads.

“This was all done when the (King Shaka International) airport was thought to be under iLembe District,” said Africa! Ignite CEO Wilna Botha.

The first tapestry tells a story of a young district with a proud history and its progress on the road to a brighter future depicting iLembe's links to King Shaka Zulu, the late Chief Albert Luthuli, and the birth of Umkhonto weSizwe, arrival of indentured labourers and the start of the sugarcane industry as a cornerstone of the economy.

The second tapestry shows iLembe as the future with increased job opportunities for the people of the district as well as the prime location of the district between the two ports of Durban and Richards Bay. It also depicts the increased opportunities in relation to the airport and dube trade port.

His Worship the Mayor of iLembe District Municipality Cllr SW Mdabe said he was ‘very proud’ to receive the tapestries.

“We would have to look at developing the same for each local municipality and let each local municipality tell its own story. Just looking at the birth of UMkhonto weSizwe where the decision was made to establish this movement was made in KwaDukuza. The house is no longer there but the sight is still there and we need something that will reflect that.

iLembe District is very rich in history and there is so much to be told. From the natural caves in Ndwedwe to the Ntunjambili hill in Maphumulo. We live in a very fascinating area that boasts many potential tourism attractions,” said Mdabe.

Both tapestries were exhibited at the opening of the KSIA and will now be displayed at Enterprise iLembe offices at the Sangweni Tourism Centre in Ballito, KwaDukuza.



Tapestries

Africa! Ignite CEO Wilna Botha handing over the two tapestries to His Worship the Mayor of iLembe District Municipality Cllr Welcome Mdabe and Enterprise iLembe Acting CEO Mr. Zakhele Gumede at iLembe House, KwaDukuza.

//Ends//

Issued by the Communications Unit – iLembe District Municipality. For more information please contact the Communications Manager Ms Zee Nqala on 071-8759985.