

Spar sponsors Wildfees festival

A new partnership will see one of South Africa's top six festivals continue to grow and contribute to community upliftment in the Sundays River, according to Spar Kirkwood Wildsfees board chairman Paul Marais.



"We are delighted and honoured that the Spar group has decided to 'go wild' with us for at least the next three years as the naming sponsor," he said.

The 15-year-old festival is one of the only in the country to be owned by the community through a not-for-profit company.

"Giving back to the local community is one of the key objectives of the Spar Group. Partnering with a festival of this professional calibre, which aims at enriching the immediate community, seemed a natural fit," said Abri Swart, marketing director of Spar Eastern Cape.

"The Spar concept was established more than 80 years ago on the basis that working in partnership is to the benefit of customers, retailers, wholesalers and the food industry. This extends to our sponsorship of events such as the Spar Kirkwood Wildsfees."

New attractions

Preparations are already well under way for the 2016 Spar Kirkwood Wildsfees, which will be held from Friday, 24 to Sunday, 27 June, according to festival director Jenni Honsbein.

“Every year we bring in new attractions for the whole family. This year one of the show stoppers will be the Zip Zap Circus from Cape Town – South Africa’s very own Aussie Circus where people are the stars and not animals.

We are already working closely with Spar to help us communicate with over 50,000 annual visitors to the festival – and those families who have not yet had the Wildsfees experience. It is, we believe, the biggest family festival in the country,” she said.

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