

The Flufftail Festival

CELEBRATING OUR WETLANDS



MEDIA RELEASE

For immediate use

Back to Basics

Johannesburg, 25 January 2017:

Wetlands are often undervalued and overlooked in society, yet they are so important. To experience some of the beautiful basics of wetlands, join us at this year's Flufftail Festival.

Maponya Mall in Soweto will host the annual Flufftail Festival this year from 31 January to 6 February 2017. The festival takes place at the time of World Wetlands Day (2 February), and it is aimed at raising awareness about a critical resource (water), threatened habitat (wetlands) and endangered birds (especially the White-winged Flufftail). With the current drought that is gripping our country, there's no better time to raise awareness about the importance of water. BirdLife South Africa, Eskom and Rand Water (Water Wise) are collaborating to bring you this year's Flufftail Festival.

A giant maze will be set up at the Food Court area at the main entrance of Maponya Mall. Visitors wondering through the maze will be delighted and excited by the images and experiences inside and will have an opportunity to fill in a competition entry form as they learn interesting facts along the way. Daily prizes are to be won by participants with correctly completed entries.

A photograph opportunity exists on the weekend where a photograph can be taken “in a wetland” wearing various props (such as gumboots and binoculars). These images, both hardcopies and electronic copies, will be available for free and each participant will also receive an informative booklet.

This year’s event also boasts a puppet show to excite younger children as they join Waxy, the Orange-breasted Waxbill, on his journey to find Fluffy the missing White-winged Flufftail.

With all these activities taking place at this year’s Flufftail Festival, you are encouraged not to miss out on this opportunity for some family fun and learning about water, wetlands and water birds. We look forward to seeing you there!

For further information, please contact:

Mark D. Anderson at ceo@birdlife.org.za (011 789 1122)

Diedre Herbst at HerbstDL@eskom.co.za

Meagan Donnelly at mdonnell@randwater.co.za (011 724 9351)

Notes to Editors:

About the Flufftail Festival

- There’s more information at <http://www.birdlife.org.za/events/flufftail-festival>
- For images to be used with articles, please contact Linda van den Heever at linda.vdheever@birdlife.org.za.