



# BRAY JULY

— EST. 1997 —

## DIE KALAHARI EXPERIENCE

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### For Immediate Release

Touted by its fans as the biggest desert horse race in the land, Bray July is an annual horse race event taking place in the red kalahari sands of a small dorpie called Bray, in the District of the legendary Mama Ruth Segomotsi Mompati and the Taung Skull. This is soon to be dubbed the biggest Horse Race to take place in a small dorpie. Bray is a small town situated in Kagisano-Molopo Local Municipality, about 160km from Ganyesa. The event will take place on the 16<sup>th</sup> July 2016 in Bray, with sizeable R250 000.00 horse racing prize money.

The North West Gambling Board which regulates gambling activities in the Bokone Bophirima, has issued a special temporary Totalizator License and Special Permission to hold a Horse Race Meeting in terms of section 56 and 59 of the North West Gambling Act, 2001 (Act No. 2 of 2001), as amended, read together with Regulations 283 and section 48 (2) of the National Gambling Act, 2004 (Act No. 7 of 2004) to Bray July Recreational Club which has been organising the event since 1997.

Dubbed the desert race by MEC for Tourism in the North West Province, Honorable Desbo Mohono, Bray July was established by a former rugby star Mr Frik Du Preez who saw the unique offering of the Kalahari Desert to international horse racing.

The Bray July is the only horse racing event in the North West province and biggest bush race in South Africa. The District municipality is South Africa's largest beef producing, with Hereford cattle the most popular, hence proclaimed the "Texas of South Africa". The red sands of the Kalahari, the natural horse race turf, safari camping experience and farm workers used as jockeys... like no other makes Bray July a worthwhile experience.

With over 4000 patrons annually, the event attracts enthusiasts from across South Africa and neighbouring countries like Namibia, Botswana and Lesotho the community directly and indirectly benefits from the economic spin offs. The event also presents an opportunity for social cohesion for people of the North West and the country to come together for a unique get-together which many years ago would not have been possible.

In line with the pillars of Bokone Bophirima Government of:

1. Saamtrek – Saamwerk
2. Threading Agriculture, Culture and Tourism (ACT)
3. Promotion of Villages, Townships and Small Dorpies (VTSD)

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The North West Department of Tourism, along with its agency The North West Tourism Board in partnership with Office of the Premier, North West Gambling Board, Dr. Ruth Segomotsi Mompoti District, Kagisano-Molopo Local Municipalities and other stakeholders have pledged to grow and convert Bray July into one of the most attractive brand properties in the country. They have equally pledged that they will continue to push the clarion call to Rebrand, Reposition and Renew (RRR) Bokone Bophirima as a preferred tourism destination of choice.

As a rural tourism product, the annual Bray July offers a sporting experience with enhanced natural attractions found in the Kalahari like camping, hunting, game drives, craft markets, kids outdoor games, food and wine tasting, pageant, sports, music festival, desert hiking and many more supporting attractions.

Ready your camping, hunting and recreational gear and come join us at the 20<sup>th</sup> Anniversary of Bray July!

**Full Event Schedule Attached**

**“A Re Yeng Bokone Bophirima” ..... “Gamble Responsibly”**

**Ends.**

**For More Information Contact:**

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