

NEWSLETTER

WHAT'S HAPPENING

"People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them."

GEORGE BERNARD SHAW, MRS. WARREN'S PROFESSION

Dear Residents,

I hope you've all had a good week.

Thank you to everyone who submitted questions and ResCom nominations for our AGM next week. I still think we can improve on our attendance numbers so please RSVP at reception as soon as possible.

Next week Friday, 1 September, please join us for the Spring Resident's Walk. Please also pre-order your boerewors rolls at Reception which the team will be preparing for you on the day.

For those of you who would still like to join the Rugby World Cup Predictor game, please complete and submit the entry forms as soon as possible.

In last week's "What's Happening" we featured an article on Cape Town's growing population and how people from all over the country are flocking into the city. Linked to the same growth of our city you can read more about the massive R3.6 billion development boom in Cape Town.

In "Making Headlines" read more about a couple who has driven their electric car all the way from the Netherlands to Cape Town and who are now heading back home.

In "Bottoms Up" we feature our amazing province and how 3 Cape wine estates ended up in the Top 50 Best Wine Estates in the world. We also look at the new technology helping Cape Tourism and wine estates track how many feet are moving through their doors.

Last but not least, we end with a short article on the history of the rugby anthem, "The World in Union" before we up the 'gees' with a perfectly executed kick-off of "Bok-Fridays" in support of the Springboks Rugby World Cup campaign.

We could not have asked for a better - or bigger - game, unusual for a Friday evening when the Springboks take on the All Blacks in their last 'warm-up' game before the World Cup kicks off on 8 September. The pre-match buildup starts at 19h30 and kick-off is at 20h20.

Wishing you all a wonderful weekend.

GO BOKKE!

Regards
Riaan and the Evergreen Team



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IT'S A CELEBRATION

"The more you praise and celebrate your life, the more there is in life to celebrate". — Oprah Winfrey

ANNIVERSARIES

1 SEPTEMBER

ANTHONY & KATHLEEN WOOF – House 16

2 SEPTEMBER

MIKE & TRISH SMITH – xxxx

BIRTHDAYS

26 AUGUST

JOAN MISPLON – House 35

30 AUGUST

TERTIA HARROD – House 13

1 SEPTEMBER

VICKY FOX – House 75


2 SEPTEMBER

JOHN COETZEE – House 65



ACTIVITIES & EVENTS

*For more information on any events or activities kindly
contact Reception on ext. 3200*

MON 28 AUG	11h30 HOUSE 24 ANTI-AGING	14h30 MEADOWRIDGE BOWLS CLUB CANASTA	18h00 MEADONWRIDGE BOWLS CLUB PUB NIGHT
TUE 29 AUG	 10h00 STeenBERG GOLF ESTATE AGM	14h00 HOUSE 24 SCRABBLE	18h00 LIME TREE CAFE SOCIAL DINNER
WED 30 AUG	11h30 HOUSE 24 ANTI-AGING		
THUR 31 AUG		14h00 ART CLASSES	
FRI 1 SEPT	09h30 HOUSE 24 RESIDENT WALK		
SAT 2 SEPT		10h00 CLUBHOUSE LAWN BOULE FOR BEGINNERS	
SUN 3 SEPT		CLUBHOUSE LAWN BOULE	

ACTIVITIES & EVENTS



With the Clubhouse being closed for renovations, the ever-popular Pub Night will now take place at the Meadowridge Bowls Club. A huge Thank You to the E&E Committee for securing this temporary venue.

Because of the new venue, the format has changed slightly. Before, the E&E Committee funded the snacks provided from the profits generated by drinks sales at the bar. This will change to a "Bring & Share" style catering with a nominal charge of R10pp to cover the fee the Meadowridge Bowls Club is charging for the use of their facility.

All drinks will have to be bought from the Meadowridge Bowls Club bar but they are very reasonably priced!

WINE PER GLASS

R15 to R25

BEERS

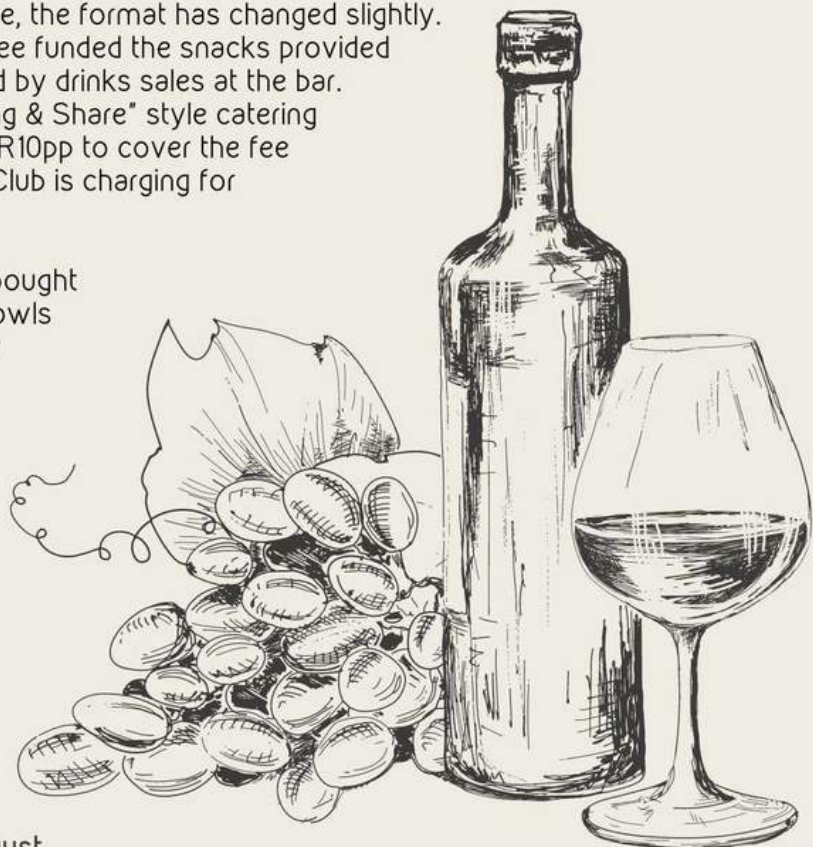
R20 to R25

SPIRITS

R10 to R15 per tot

SOFT DRINKS

R16 per can



DATE: Monday, 28 August

TIME: 18h00

VENUE: Meadowridge Bowls Club

(Howard Drive, close to the Meadowridge Park 'n Shop)

COST: R10pp

RSVP: There is no need to book, just pitch up with your plate of snacks

ACTIVITIES & EVENTS

Spring Walk

To celebrate the arrival of Spring, the next Resident Walk will take place on **Friday, 1 September at 09h30.**

All residents are welcome.

A 5km and 7km route map is available at Reception

Order your Boerie & Bubbles (R45) or Boerie Roll only (R25) at Reception ext. 3200 by Wednesday, 30 August

For more information contact Myrle on ext. 3053 by Wednesday, 30 August

ACTIVITIES & EVENTS



RWC PREDICTOR

As we eagerly await the Rugby World Cup in September, it is only natural that South Africans will take more interest in the Springbok games but with a whole tournament to cover, I thought we could inject a little friendly competitiveness as the tournament progresses.

For those who have heard of, or played SUPERBRU, this will be very similar. The more players we get, the more interesting it becomes. Below is a short introduction on how it will work. It is very simple and you don't have to be an expert to play or to do well.

HOW IT WORKS?

A prediction sheet will be issued per player on which predictions are made per match. Submit your predictions at reception or by email. You don't need to predict all outcomes at once, as long as you get the pick for each game in by the start of play or as communicated for games over weekends.

HOW DO I PREDICT?

This is very simple. All you need to predict is:

- The outcome of the game. "Who you think will win."
- By what margin you think your team will win, or draw.



RESULTS

Each week will be seen as a 'Round' and an official update will be shared on the Monday after each round. The Player with the highest score for the round will be announced as the 'Player Of The Round' each week. Should there be a tie at the end of the tournament, the player who has won the most "Player Of The Round" awards will be announced as the Ultimate Winner.

HOW DOES THE SCORING WORK?

Points will be allocated to each player as follows:

- 5 POINTS for a correct winner predicted.
- 3 POINTS for a winning margin of 5 points or less of the prediction.
- 1 POINT for a winning margin of 10 points of the prediction.
- 1 BONUS POINT for an exact prediction.

If you are interested in participating or have any questions or suggestions on how to make it even more fun, please contact me directly on riaang@evergreenlifestyle.co.za. | Results will be shared on notice boards and also on Whatsapp - please indicate if you would like to be part of the Whatsapp group. This will only be to update results and an administrated group to be deleted post-tournament. An entry fee of R50 per player will be charged and can be paid at reception. All funds will go directly to the winning prizes. One overall winner and a 'Best in Village' player will be announced after the final game.

MAKING HEADLINES



MASSIVE R3.6 BILLION DEVELOPMENT BOOM IN CAPE TOWN

ARTICLE BUSINESS TECH

A recent report shows that Cape Town CBD's post-Covid economy is on the rebound, with property investment in the inner city in 2022 exceeding R3.555 billion while the retail, hospitality and eventing sectors are all experiencing major growth.

This is according to the latest edition of the State of Cape Town Central City Report 2022 – A Year in Review (SCCR), published annually by the Cape Town Central City Improvement District (CCID).

The findings of the 11th edition of the report – presented to Cape Town business and property leaders at a function in the city on Monday (21 August) – reflected on the economic climate in downtown Cape Town during the previous year.

A total of 22 property developments or redevelopments were recorded last year – four were completed (worth in excess of R170 million); 12 were under construction (worth in excess of R3.085 billion); five were in the planning phase (worth in excess of R300 million); and one project was proposed.

Of the 22 projects, eight were residential buildings – set to add thousands of new units to the Cape Town CBD's highly competitive property market and indicating a strong demand for residential property – while six were commercial, four were mixed-use, two were retail buildings, and one was a parastatal.

Data from the SCCR shows that 2022 ushered in a new phase of regeneration, said Cape Town Central City Improvement District (CCID) board chairperson Rob Kane. "It's clear from the results of the report that the Cape Town CBD has put Covid firmly behind it and is experiencing regrowth and stability. "With the construction sector regaining its pre-Covid momentum, and the total value of property investment in the Cape Town Central City to be conservatively estimated at R3.555 billion, it bodes well for further growth and investment in the economic hub of the Mother City," said Kane.

The most significant indicator of investor confidence in Cape Town is the sustained growth in the overall official value of all property in the CBD of more than R12.2 billion in 2016/17 to R42.9 billion in 2022, according to the City of Cape Town's property evaluation.

Kane noted that, apart from the construction sector showing an impressive post-Covid recovery, other key economies that drive business and investment into the Cape Town CBD, namely the hospitality, retail and event sectors, were also all on the rebound by the end of 2022.

At least 10 of the 17 sectors that operate in the Cape Town CBD experienced growth in 2022, with the number of business entities overall increasing by 135, from 2,981 in 2021 to 3,116 in 2022.

The top five sectors that recorded a positive output were the retail; legal services; medical practices; general corporates and head offices; and architecture, engineering, and surveying sectors.



The key economic sector, namely retail – which makes up 1,243 of the 3,116 entities doing business in the Cape Town CBD – increased its footprint in 2022 with more than 80 new retail outlets opening their doors.

“This sector has recovered steadily since the onset of the pandemic, and in 2022, the total number of retailers had returned to pre-Covid levels, with six more retail entities operating than in pre-Covid 2019,” said Kane.

Despite power cuts and other economic challenges, retail confidence in the Cape Town CBD, as measured in the CCID’s quarterly Business Confidence Index, also rose steadily in 2022, with 83.3 % of retailers surveyed indicating they were “satisfied” with current business conditions at the end of the year.

The report states that the total volume of retail space available in the Cape Town CBD at the end of 2022 amounted to 271,209 m², marginally above the 271,040 m² recorded at the end of 2021.

Meanwhile, the total retail space occupied in 2022 was 258,024 m², which was an increase of 13,731 m² (5.6 %) from the 244,293 m² recorded in 2021.

The total vacancy rate of retail space in the Cape Town CBD – 13,183 m² – amounted to just under 5% of the total retail space available. In 2021, it was 9.9 %.

“In 2022, there was a steady improvement in the total retail vacancy rate as footfall returned to town and new retailers opened their doors,” added Kane.



FROM THE NETHERLANDS TO CAPE TOWN IN AN ELECTRIC CAR POWERED BY THE AFRICAN SUN

ARTICLE BY: DAILY MAVERICK

Renske Cox and Maarten van Pel proved electric travel in Africa is possible after reaching Cape Town eight months after leaving the Netherlands. And they are only halfway.

On 11 July 2023, Maarten van Pel and Renske Cox arrived in Cape Town after travelling more than 24,580km across 23 countries in their bright yellow car powered by nothing more than the African sun. The Dutch pair describe themselves as “nature geeks” who are “both completely in love with each other, adventure and travelling the world”. Together, they left the Netherlands and travelled down the African continent, determined to challenge the way people think about sustainability and how we move through the world.

Cox and Van Pel have been together for seven years after meeting online. On their first date, they were already talking about travelling together. “We really like to be remote and just enjoy the beauty of nature – this is something we share and really like about each other as well,” Cox says. Their dream to travel through Africa started four years ago when travelling in the southern part of the continent, experiencing the unique wildlife and nature of the region.

“We loved it, but we also noticed the impact climate change could have here... if the temperature increases by only a degree, that could mean life or death for some animals and plants as well. On that holiday, we became even more passionate about sustainability,” Cox says.

Cox and Van Pel flew home, later agreeing they would no longer travel by air as the aviation industry contributed significantly to greenhouse gas emissions. This did not mean their adventures were over. Instead, they discussed ways of making their own lives and trips more sustainable. “That’s how we came up with this idea to use an electric car,” Cox explains.

Their vehicle of choice was a Škoda Enyaq iV80, the brand’s first fully electric SUV. It has a bright yellow wrap that attracts attention as it makes its way through Africa. There was still one obvious problem. In Europe, the car could be charged using networks already in place. Crossing into Africa, that sort of infrastructure was far less common. Without a charging network, Cox and Van Pel decided to bring their own with them – “so that we don’t have to knock on everybody’s door to ask for electricity”, Cox jokes. They removed the back seats to store 60 small solar panels that would power their journey.

The car itself was fitted with seven panels on the roof and bonnet which connect to a “household” battery that powers a fridge, induction cooking and charges electronics. This means that all 11 kilowatts of power from the stored solar panels, unpacked from the car during stopovers, can be used directly for the car’s battery. The pair then set off from the Netherlands in November 2022, having quit their jobs and committed to 18 months on the road.

The couple typically has two types of days – charging and travelling. When driving with an internal combustion engine, days and routes are planned with refuelling in mind. Travelling electric, however, Van Pel and Cox were not looking for petrol station signs in the distance. Rather, they had their eyes peeled for the best places to lay out their solar panels.

They start searching for a place to recharge early in the morning so that they can use as much daylight as possible. When they find their perfect stop, it takes about 15 minutes to lay out all the panels. “We quickly noticed that angling the panels towards the sun is quite important to have the best yields in one day, so we started looking for hills that had this angle, but with an even surface,” Cox explains.

“We are generating our own power in the really unique nature spots that Africa has to offer,” Cox says. While the sun does its work, Cox and Van Pel take the time to recharge themselves, update their followers and create content for their social media accounts. As the light fades, they pack the panels away in their storage units, cook some dinner and go to bed in the tent mounted on the roof of their car.

“You get into a rhythm, I think. We live completely in and around the car. We make breakfast by the car, lunch as well, and dinner again,” says Cox. “Most of the time we sleep in the wild, somewhere really remote, which we like.”



The other days are for travelling. “We just started driving in the direction of Cape Town... you never know what you will see on the road. Sometimes we met very interesting people or visited a nice location – sometimes it’s just a really long driving day, and then you just enjoy the view,” Cox reflects.

“In Europe, people often refer to Africa as one really big country, but we noticed that every time we crossed a border, it was different.” As they made their way down the continent, the pair hugged the west coast, travelling through Morocco, Sierra Leone, Ghana and Nigeria. In Cameroon, they experienced more technical overlanding, finding only a single border crossing into the country which took them along a mountain road.

“We don’t have a really high ground clearance, so it was quite a challenge to get through. It took us three days of driving really slowly,” Cox remembers. They then carried on through Congo, Angola and Namibia. “We really are very in love with the nature there in Namibia... it’s so raw and untouched – it’s the second least densely populated country in the world, and as a human, that makes you feel so small. That’s a really powerful feeling,” Cox says.

The couple arrived in Cape Town in July, where they spent a few days resting and planning the next stage of their trip – going all the way back up. This time, they are heading up the eastern flank of Africa, crossing from South Africa into Mozambique and then northwards. Reflecting on the first half of the trip, Cox says she and Van Pel have spent over 800 hours driving together on this expedition, side by side. “Believe me, at some point, you have said everything you have to say to each other,” she laughs.

“It can be quite intense... you don’t really have many moments all to yourself – we are almost always within 100 metres of our car, and always together. Your partner needs to be your best friend but also your colleague, and sometimes you don’t match. “Luckily, we have a relationship where we can talk very well. And it’s also intense in a good way... you really get to know each other on a better level than we did, because you share so much.

“We are still very happy together... otherwise, the way back would be very long,” Cox laughs.

GREEN FINGERS



THINGS TO CONSIDER WHEN DECORATING WITH PLANTS

RECIPE BY: GARDEN & HOME MAGAZINE

Plants can be the perfect way to decorate your space. They're easy to find, super affordable, and with enough time and attention, easy to maintain.

Not only do they provide an earthy aesthetic, but plants are also calming agents, which makes them the perfect addition to your home or office space.

Here are a couple of things to consider when you decorate your space with plants.

TEMPERATURE

How your plants will flourish depends on the specific conditions of the environment that they find themselves in.

Temperature plays a critical role in affecting how a plant grows. Different plant species require different temperature range that is optimal for their growth. If you stick to that range, your plant's leaves will expand and thicken, meanwhile, if you keep a plant in higher temperatures you might suppress your plant's growth.

With the current seasonal change, what might have worked in summer, might not work in winter, so consider the temperature of the room.

HUMIDITY

Humidity is vital for some plants, which is why many of us plant lovers own spritzers. Plants evaporate water through their leaves and if an environment is too humid, they can't get rid of the water vapour, stopping the process of evaporation and affecting the plant's growth.

In the long run, this could mean that your plant is no longer able to take on new nutrients, which could be detrimental to your plant's health.

PET SAFETY

If you have a fur baby, you wouldn't want your plant baby to be toxic for them. Before even considering decorating a space that you share with your fur baby, ensure that the plant won't be a safety hazard for them.

BOTTOMS UP



VINE-TASTIC – 3 WESTERN CAPE VINEYARDS IN THE TOP 50 OF THE WORLD'S BEST

ARTICLE BY: CAPE BUSINESS NEWS

THE top 50 vineyards in the world were recently announced at an event in Bodegas Beronia in the heart of Rioja Alta, Spain, by World's Best Vineyards which compiles an annual list, showcasing the finest vineyard experiences from around the globe.

“The awards recognise the very best of wine tourism, I am thrilled that this year, the Western Cape has three exceptional vineyards in the top 50, including Creation Wines in the Hemel-en-Aarde Valley in fourth, Klein Constantia at 32 and Delaire Graff Estate, in Stellenbosch at 36. I'd especially like to congratulate Creation Wines which secured a spot in the top 5 in the world and is recognised as the best vineyard in Africa, an accolade it has held for several years in a row” said provincial Minister of Finance and Economic Opportunities, Mireille Wenger.

A further two vineyards feature in the top 51 – 100 – including Benguela Cove in Walker Bay, at 53rd, and Tokara Winery in Stellenbosch, at 93rd.

This news followed the announcement that Cape Town and South Africa were voted the best city, and the best country in the world, according to the UK's 2023 Telegraph Travel Awards.

“The rest of the world continues to recognise the incredible breadth and depth of excellent tourism offerings we have in the Western Cape and in beautiful South Africa. I believe that our province and country has everything it needs to succeed. Which is why we will continue to work with all levels of government, the private sector, and all stakeholders to enable the growth of the tourism as well as other sectors so we can achieve the break-out economic growth we need to create thousands of new jobs and the opportunities our residents need,” concluded Minister Wenger.





SMART TECHNOLOGY HELPS WINE TOURISM GROW

ARTICLE BY: CAPE BUSINESS NEWS

Vinpro, together with the Cape Winelands District Municipality, is funding a new wine tourism research pilot programme to generate tourism intelligence and help wineries use this intelligence to grow their Direct-to-Consumer (DTC) business.

Launched in March with an initial 16 wineries, this new pilot programme is a continuation of one of Vinpro and the SA Wine Routes Forum (SAWRF)'s strategic objectives to conduct research focused on industry needs and knowledge gaps. The wine routes, Vinpro, and Vintelligence collaborated last year to release the SA Wine Tourism Visitor Research Report 2022. This year the goal is smarter use of technology.

"We are extremely excited to have kicked off this amazing pilot programme and we want cellars to get involved now," says Marisah Nieuwoudt, wine tourism manager at Vinpro. "The new pilot programme was launched together with Flow Networks, specialists in location analytics, proximity marketing and Guest Wi-Fi. This year we want to use the technology to our advantage to count our visitors and note where they come from, to understand the size and make-up of the total market. We want to help our wineries stay connected to wine tourists between visits, making consumer engagement in the DTC wine space possible."

A tasting room is both the heart of the DTC sales strategy and the conversion zone for future online sales. The more data one can collect and record about customers, the better one can tailor offers and personalise communication. Flow Networks will work with the cellars involved on their marketing strategy to assist on cross-channel sales, manage their online reputation, build a loyalty and rewards programme, or send offers via e-mail. Flow Networks is a reputable service provider, licenced to use Purple, and used by some of the largest brands in the world including Radisson Blu, McDonalds, Tsogo Sun, Harrods, and Walmart.

Presence Analytics is a software module that counts the number of mobile devices (users) in range of a producer or cellar's Wi-Fi router using a built-in location sensor. Visitors do not need to be connected to the farm's Wi-Fi to be counted. Purple also measures the time spent in the venue and frequency of visits.

Wi-Fi Analytics records the information of visitors that connect to a guest Wi-Fi service. A CRM record is created for each guest when they connect and is updated every time they return. This is done by linking up one or more of the farm's existing Wi-Fi routers to the Purple Wi-Fi platform. Purple is installed on top of the existing Wi-Fi infrastructure, and setup takes less than an hour.

The system can be managed via an online portal accessible to wineries. Purple instantly starts building a database via its user-friendly, custom-branded Wi-Fi landing pages once the winery goes live.

An online dashboard will display the visitor data collected. Selected, aggregated information such as visitor numbers, country of origin, dwell time, gender, and age will be shared with the respective wine route. This means the wine route manager will have sight of cross-pollination (when a wine tourist visits more than one winery) to help inform their marketing and development planning. Vinpro will have sight of the same information at a national level. All processes comply with POPIA locally and GDPR regulations abroad.

“As a region, we believe that wine tourism is not only about enjoying exquisite wines and breathtaking landscapes, but also about harnessing the power of data and intelligence to support the growth of wineries and enhance our visitors’ experiences,” says Melody Botha, CEO Breedekloof Wine Valley. “That’s why we are proud to take part in the wine tourism research pilot programme. By participating in this programme, we aim to unlock valuable insights that can inform strategic decision-making for our wineries, enabling them to optimise their DTC business operations, improve customer engagement, and create memorable experiences for visitors. We recognise the potential of data-driven approaches to drive innovation and foster sustainable growth in the wine tourism industry.

“We see this pilot programme as an opportunity to pool our collective knowledge and expertise, so we can elevate our wine tourism offerings and position our region as a premier wine destination. We envision a future where wineries in our region can thrive in the DTC market, and where visitors can have truly exceptional wine tourism experiences,” Botha concluded.

A further 43 wineries in the Cape Winelands region have been earmarked to subscribe to Purple Presence Analytics and Purple Wi-Fi Analytics for a year at a subsidised rate. The project is open to all wineries beyond the Cape Winelands as well, who also qualify for a discounted rate.



“The tourism sector is one of the largest economic contributors in the Cape Winelands District.

Between our mandated function of generating opportunities through local economic development and our role as Regional Tourism Office, this exciting and technologically advanced project ticks all the right boxes for the Cape Winelands District Municipality,” says Dr Elna von Schlicht, executive mayor of the Cape Winelands District Municipality.

“We are honoured to be collaborating with this vibrant company. We are very eager to learn more about the visitors to our district. The information gathered will help us apply our resources to effective campaigns that expand our global market, attract visitors to our beautiful district and, ultimately, allow its people to flourish. I thank and commend Vinpro for their innovative thinking. This kind of thinking moves our wine and agricultural industry forward.”



HISTORY OF THE RUGBY WORLD CUP ANTHEM WORLD IN UNION

ARTICLE BY: RUGBYWORLD.COM

The anthem World in Union was first heard at the 1991 Rugby World Cup, held in England. In this first instance it was performed by New Zealand soprano Kiri Te Kanawa.

The melody used is known as Thaxted – it is taken from the central section of Jupiter, a movement from Gustav Holst's orchestral suite The Planets, but is probably best known for its use in the hymn I Vow To Thee My Country. In 1991 composer and lyricist

Charlie Skarbek was commissioned by World Rugby (then the International Rugby Football Board (IRFB)) to produce an anthem that encapsulated the spirit and values of the game.

SKARBEEK'S LYRICS FOR THE SONG ARE:

*There's a dream, I feel. So rare, so real
All the world in union. The world as one*

*Gathering together. One mind, one heart
Every creed, every colour. Once joined, never apart*

*Searching for the best in me. I will find what I can be
If I win, lose or draw. It's a victory for all*

*It's the world in union. The world as one
As we climb to reach our destiny. A new age has begun*

We may face high mountains. Must cross rough seas

We must take our place in history. And live with dignity

Just to be the best I can. That's the goal for every man

If I win, lose or draw. It's a victory for all

*It's the world in union. The world as one
As we climb to reach our destiny. A new age has begun*

*It's the world. The world in union
A new age has begun*

Click [here](#) to listen to PJ Powers performing "The World in Union" for the 1995 Rugby World Cup

The song was used at the 1991 event. PJ Powers and Ladysmith Black Mambazo produced a version in 1995. In 1999 Shirley Bassey and Bryn Terfel put their spin on things, Hayley Westenra recorded one in 2011 and in 2015 Paloma Faith sang a version that was used on ITV's coverage of the Rugby World Cup.

The Faith number was not well received and during that tournament a petition to replace the singer's version received over 10,000 signatures.

For the 2019 Rugby World Cup, the official song was recorded by Japanese singer Kiyoe Yoshioka. Also, in the UK, a specially-recorded version by Emeli Sande will be used as ITV's theme music for coverage of the event.

STRONGER TOGETHER



"I am sure we're all eager to see the team succeed and offer them every support. As we can't join them on the field, let's power a nationwide movement by wearing green and gold on Friday, whether at work, at home or at play. I hope you will wear your colours with pride."

The national #BokFriday campaign invites individuals, celebrities, the media, schools, businesses, and communities across the country to embrace the power of unity and sport. Donning green and gold on Fridays serves as a symbol of support, inspiring the Springboks on their journey. It's a call to action, urging South Africans to rally together behind their national team and generate a wave of positive energy throughout the nation.

#BOKFRIDAY TO UNITE SA IN BOKS' MOMENTOUS YEAR

ARTICLE BY: SPRINGBOKRUGBY.COM

The Springboks are asking the entire South African nation to literally 'gear up' for a display of unity and pride in support of the national team's campaign to deliver joy and hope to the country in another momentous Rugby World Cup year.

South Africans were asked to dress in green and gold every Friday to demonstrate their backing for the boys. The Springboks play their last test much in preparation for the Rugby World Cup this Friday against New Zealand before they defend their Rugby World Cup title in France in September and October.

"We want to turn the country green and gold every Friday between now and the conclusion of the Rugby World Cup," said Mr Mark Alexander, President of SA Rugby.

"The team draws on the nation's energy and the best way we can demonstrate that support to the team is by wearing our Springbok colours every Friday.

SA Rugby's Director of Rugby, Rassie Erasmus, said: "It'd be lekker to see the country come together, wearing green and gold with pride every Friday, and to show the players and the world how united we are as a nation. We'd love it if everyone could join the #BokFriday movement. We believe in bringing hope to the country and it'd be great if the country could give us extra inspiration and motivation. Please, just wear it!

Mr Alexander said: "We come from different backgrounds and have different challenges, but we have more things in common that unites us as a nation. Sport has that power to unite us as a nation like nothing else can because we are stronger when we are together. So, let's spread the message far and wide, we encourage everyone to share their #BokFriday photos on social media using the official hashtag. By doing so, participants can inspire others, generate conversations, and demonstrate the unwavering support that exists for the Springboks within the hearts of the South African people."

In a time when the nation seeks good news and moments of unity, the #BokFriday campaign can power the Springboks attempts to deliver a beacon of hope. It allows South Africans to express their unwavering support for the Springboks while fostering a sense of camaraderie and optimism that will resonate far beyond the rugby field.

Click [here](#) to hear more from the Springboks.