



# Shop till you drop at Jozi shopping festival

The 2011 Joburg Shopping Festival (JSF) is set to take place from 17-25 September at The Zone @ Rosebank, The Mall of Rosebank, The Firs, The Bryanston Organic & Natural Market, Joburg Market, Carlton Shopping Centre and the Woodmead Retail Park. The festival is designed to promote the city's status as the African continent's premier destination for retail and wholesale shopping.



Festival partners include SAA, freight service UBag, six Johannesburg hotels and Welcome Tourism Services, who have worked together to create a variety of packages for aspirant visitors and shoppers. These special JSF packages can be accessed via the Welcome Tourism Services website and Johannesburg Tourism Company's website.

"We're delighted that the City of Johannesburg is continuing to champion a spring shopping festival throughout Joburg and I trust this initiative will grow into a significant Joburg calendar event," says Lindiwe Kwele, CEO of Johannesburg Tourism Company.

Initiated by the City's Department of Economic Development, in partnership with the travel, retail, logistics and media industries, the JSF is a tourism and retail event that takes place in the City of Johannesburg during September every year. The aim of the festival is to highlight the retail infrastructure and services available in Johannesburg, in order to attract more visitors from Africa and neighbouring provinces into the City for shopping, entertainment, sightseeing, golfing, spa and medical treatments.

"September is a fabulous month for the JSF, as Joburg bursts into action on so many levels come springtime. Appropriately for Tourism Month, there are Joburg signature and consumer events and festivals galore, along with the usual fabulous array of music, culture, fashion, entertainment, sports and lifestyle events to choose from."

For more information, go to [www.joburgshoppingfestival.co.za](http://www.joburgshoppingfestival.co.za).