



**sport, arts & culture**

Department:  
Sport, Arts and Culture  
REPUBLIC OF SOUTH AFRICA

**MEDIA ADVISORY**  
For attention Journalists and Editors

**Monday, 06 June 2022**

**THE DEPARTMENT OF SPORT, ARTS AND CULTURE TO HOST I CHOOSE 2 B ACTIVE BOOTCAMP COMMUNITY OUTREACH EXERCISE ACTIVATION**

**Saturday, 11 June 2022** will see the National Department of Sport, Arts and Culture host the I Choose 2 B Active Bootcamp in collaboration with Limpopo's Provincial Department of Sport, Arts Culture as well as the Thulamela Local Municipality in the Vhembe District of Thohoyandou.

This community outreach activation, which will take place at the Thohoyandou National Botanical Garden is intended to mobilise citizens from communities in Limpopo to be empowered with how to skills which they can use daily to embrace positive and physically active lifestyle habits.

Launched in 2015 by the Department of Sport, Arts and Culture, the I Choose 2 B Active campaign is a 365-day call to action campaign intended to encourage all South Africans to pursue, commit to life-long habits of being physically active regularly and in turn encourage others to follow suit in embracing these positive healthy living habits.

Adhering to the latest Covid-19 protocols, the Ayihlome Ihlasele Bootcamp will be a hybrid community outreach activation targeting 500 people onsite and streamed online on the I Choose 2 B Active Zoom and Facebook, as well as the following Departmental social media platforms, Instagram, Facebook as well as Youtube.

The activation will feature Certified instructors engaging a community of healthy-inspired participants working out with instructors in the Thohoyandou National Botanical Garden to challenge head-on the norm of sedentary lifestyles, hence the apt reference to this bootcamp being known as Ayihlome Ihlasele Bootcamp.

Government through the Department of Sport, and Culture calls on all South African citizens in all walks of life to rally their families, neighbours and the rest of communities to participate virtually in this activation wherever they are by logging on to social media platforms of @IChoose2BActive and @SportartscultureRSA

Members of the media are invited as follows:

**Date** : **Saturday, 11 June 2022**  
**Time** : **07:00**  
**Venue** : **Thohoyandou National Botanical Garden,  
Thulamela Municipality, Vhembe District**

NB: The public may also follow the session live on these platforms: Facebook: @SportArtsCultureRSA|Twitter: @SportArtsCultur|Youtube: SportArtsCultureRSA

For RSVPs, kindly contact Ms. Jermina Kaka at 082 560 7197 / kakaj@sac.limpopo.gov.za

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Issued by the National Department of Sport, Arts and Culture