



South African People and Products that are worthy of locals supporting local Heritage month 2021

Airocide by 3Sixty Biopharm



3Sixty Biopharm is one of the largest black owned pharmaceutical companies in South Africa with a primary focus on the market that addresses the healthcare using environmentally sound cutting-edge technology. Recently an infection control technology company, Airocide, that applies the power of narrow-range ultraviolet light for surface areas and catalytic bioconversion technology for air purification to destroy pathogens safely, thoroughly, and automatically, announced the signing of an exclusive distribution agreement with 3Sixty Biopharm. The South African pharmaceutical company is due to launch this exciting product with huge benefits to multiple sectors and private homes due to its unique NASA technology in late September, and will be in charge of the distribution of the Airocide consumer and commercial air purification systems within the continent of Africa.

Amashova Durban Classic Cycle Race



The Amashova is one of the safest but toughest and most grueling road cycling events in South Africa organized led by the dynamic Durbanite, Annie Batchelder. The Amashova Durban Classic is due to still take place in October 2021 but with limited participation numbers due to COVID-19 regulations, and will commence in Pietermaritzburg and end in Durban at the Moses Mabhida Stadium as usual. This iconic proudly South African cycling race is a world class event with full road closure and picturesque views of Durban to enjoy on the route. Over the years the Amashova has had a significant positive impact on Durban tourism and an economic impact on the KZN region in general and is looking to come back with a bang in 2021.

Heritage Apple Cider Vinegar



Launching aptly in September during Heritage Month, Heritage Apple Cider Vinegar is a premium South African brand made from naturally sun-ripened and tasty apples from the mountains of the Eastern Free State. Heritage Farm has been in the Leslie family since 1906 and their family are currently the 4th generation on the farm. Although still farming livestock and crops like maize, wheat, sugar beans, soya beans, rye, oats and popcorn – apples have become their main crop. Every apple is hand-picked at the perfect stage to ensure that only apples with optimal ripeness end up in this product. Heritage Apple Cider Vinegar (ACV) is made very slowly and naturally to ensure that the maximum amount of flavour and goodness goes into each bottle. Heritage ACV is not watered down and is raw, unfiltered, unpasteurised and contains the “mother”. The “mother” consists of strands of proteins, enzymes and good bacteria which gives the vinegar its cloudy colour and is what makes this vinegar so good for you. This 100% locally made product is world-class and the only thing added to create this pure apple cider vinegar is time.

Mount Edgecombe Country Club and Estates



Mount Edgecombe Country Club is neatly tucked away in the rolling hills of KwaZulu-Natal North Coast. Plus, inland of Umhlanga Rocks it boasts two unique championship courses, designed around the natural lie and habitat of the land. Being ideally located for users both local and afar, Mount Edgecombe Country Club Estates has been acclaimed for many years as one of the premier golfing Estates in Southern Africa, with fantastic facilities to host weddings and state of the art conferencing venues fit to host any occasion.

Professor Noleen Turner, Author and African Languages Professor & Zulu Zonke Business Owner



A retired African languages professor after 32 years of active teaching and now a current Honorary Research Professor for UKZN; Noleen is also a published author and owner of a successful business - Zulu Zonke. In 2020 her business took to digital platforms to offer interactive online Zulu courses having previously hosted onsite courses for the likes of the Durban Chamber of Commerce, the Master Builders Association, Pick n Pay, Illovo Sugar, Spar Group, the US Consulate and Old Mutual among many others. Her latest book, *Zulu Bird Names*, published in 2020, is based on ground-breaking research in the ornithological and linguistics fields. The initial Zulu Bird Names project initiated by Professor Turner in the early 2000s and more recently converted into a book, is deemed to be “the first project of its kind globally” by past Chairman of Birdlife International, John Fanshawe. Published by the John Voelcker

Bird Book Fund (publisher of the *Roberts Bird Guide* books), *Zulu Bird Names* has already made a significant impact on the tourism and environmental sectors in South Africa. Noleen has been happily married to her husband for 39 years and this KZN, North Coast based academic is the mother of three children and grandmother to three beautiful grandchildren who fondly refer to her as their ‘Gogo’.

Sanlam Cape Town Marathon



The prestigious Sanlam Cape Town Marathon is an annual city marathon that attracts elite athletes and recreational running enthusiasts from across the globe. As of August, the Sanlam Cape Town Marathon was officially announced as Africa’s first ever Abbott World Marathon Majors candidate race. In this World Athletics Gold Label Status marathon, runners are treated to a spectacular route that showcases Cape Town’s iconic natural beauty, picturesque mountain and sea views, and many of

the Mother City’s great attractions - all while experiencing and celebrating the vibrant spirit of one of the world’s most beautiful cities. The running festival weekend also includes a 22km / 46km Trail Run (taking place in October 2021), as well as a 5km / 10km Peace Run (postponed on 2021 due to the Covid-19 pandemic). Over the years, the event has won several awards, including the SA Sports Industry Awards 2018 Mass Participation Event Of The Year.

Wonderbag



Wonderbag was founded in South Africa in 2008, by South African entrepreneur and social activist, Sarah Collins. The product was born out of a practical desire to continue cooking during a national power outage. The Wonderbag journey through the years has been nothing short of inspiring and an innovative solution for Africa’s most vulnerable communities and the environment. This award-winning revolutionary, non-electric heat-retention cooker allows food that has been brought to the boil by conventional methods to continue to cook for up to 12 hours without

using additional energy sources. The bag is covered with durable polyester cotton blend fabric and filled with our proprietary blend of chipped (recycled) foam for dependable insulation.

Cooking with a Wonderbag has significant money, water and energy savings – but the environmental benefits that will automatically transpire are enormous too! In a Wonderbag Carbon Project, the company measures the difference between baseline cooking emissions, which is the carbon that would have been emitted without a Wonderbag, and the carbon emitted when a Wonderbag is used. This "difference" is the carbon offset, or the carbon credit, produced by a Wonderbag. Just one Wonderbag used over a year reduces up to 1,5 tons of carbon emissions annually, reduces exposure to indoor air-pollution by up to 90% in houses cooking with biomass materials, saves five trees annually from being cut down to prevent deforestation, reduces fuel costs for cooking by up to 80%, and saves over 1000 litres of water per annum.

Zulu Birding Education Training Center by Themba Mthembu



Themba is a birding guide and educator who lives in Kwazulu-Natal, South Africa. In early 2000, he had begun training young South Africans in how to be nature and wildlife guides in Ndumo. Ndumo is on the border of Mozambique. This region of South Africa has some incredible wildlife diversity, but it's plagued by poverty, habitat destruction, and a lack of opportunity for young people in the community.

Themba's objective is to educate a new generation of South Africans on the benefits of ecological restoration and to help raise them out of poverty.

Themba Mthembu grew up in the subtropical Maputaland region of a north-eastern KwaZulu-Natal, a naturalist's playground of estuaries, coastal dune forests, wetlands, grasslands, lakes, swamps and thornveld. This diverse range of habitats has prolific birdlife and hosts some of South Africa's most sought-after specials including Southern Banded Snaked Eagle, African Broadbill, Southern Brown-throated Weaver, Crested Guineafowl, Neergaard's Sunbird and Rosy-throated Longclaw – birds which formed part of the backdrop to Themba's early years and a love of which set him on the path of becoming a nature guide registered with Tourism KwaZulu-Natal.

ENDS

For more information, high res visuals or to set up an interview with any of the above people and brands/businesses - please contact Janna Strang on janna@promotecomunication.co.za or call 082 551 3865 / 031 825 1244.