

Much loved #LoveLocal Festival returns to Pietermaritzburg

Liberty Midlands Mall celebrates its 15th birthday in local talent festivity

[13 August 2018] Liberty Midlands Mall, which celebrates its 15th year as the largest and most popular retail destination across the Pietermaritzburg area, is excited to announce the return of its popular #LoveLocal Festival this year from 26 - 28 October 2018. Loved by the community, the festival which was launched in 2017 celebrates the City of Pietermaritzburg and its beautiful surroundings. The festival brings a weekend full of proudly local exhibitions, cooking shows, outdoor movie nights and a locally inspired and curated marketplace.

"We couldn't think of a more fitting way to celebrate the mall's 15th birthday than with a #LoveLocal Festival on a much grander scale than ever before," says Brian Unsted, Liberty Two Degrees' Asset Management Executive for Liberty Midlands Mall. "Complementing the mall's unique offering of retail experience, the City of Pietermaritzburg is rich in local talent and inspiring natural attractions. We are pleased to be able to provide a platform that celebrates all the region has to offer and share that with the community."

Five reasons not to miss the 2018 #LoveLocal Festival

1. #LoveLocal Marketplace

As the heart of the festival, the #LoveLocal Marketplace invites talented producers from the area to showcase and sell their locally made products. Visitors can shop for everything from home decor to fashion and confectionery, in a festive and curated setting while interacting with the vendors.

2. #LoveLocal Chef's Kitchen

The popular Chef's Kitchen returns to the #LoveLocal Festival, with local chefs sharing their favourite recipes alongside celebrities in fun and interactive demos. **Exciting update:** This year, Liberty Midlands Mall is inviting shoppers to share their own #LoveLocal recipe. In addition to that, shoppers stand the chance to win fabulous prizes, of which the top three entrants will be invited to host their own session at the #LoveLocal Chef's Kitchen.

3. #LoveLocal Outdoor Movie Night

Liberty Midlands Mall's beautiful new outdoor Piazza is the perfect spot to enjoy a movie under the stars. Bring the whole family and enjoy an early dinner from one of the many Piazza restaurants before indulging in a movie. In keeping with the #LoveLocal theme, the movies *Beyond the River* and *Khumba* will be screened. Tickets are free but booking is essential.

4. #LoveLocal's 15 Reasons to Love PMB

To celebrate Liberty Midlands Mall's 15th birthday, we have put together an exhibition showcasing 15 reasons why we love the City of Pietermaritzburg. Pop by and be reminded of the natural beauty and historical importance of our wonderful city.

5. #LoveLocal's Best of KZN Design

Building on the success of last year's popular "Best Of" design display, Durban-based curator Nadia van der Mescht will be putting together a phenomenal display of KZN talent. From furniture producers to illustrators, jewelers, potters and more, the exhibition will showcase new products from top designers in the region. To complement the experience, Nadia will be hosting curator's walkabouts to take visitors through the display.

We invite you to celebrate this 15 year milestone and #LoveLocal Festival with us at Liberty Midlands Mall. Visit www.midlandsmall.co.za for more information on the various exhibitions and how to take part.

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ABOUT LIBERTY MIDLANDS MALL

Liberty Midlands Mall, located in Pietermaritzburg is the jewel of the KwaZulu-Natal Midlands. With passion and inspiration drawn from the Zulu Kingdom, the mall is draped in African culture and pride. Measuring an impressive 78,000m² it is the largest and most popular retail destination across the Pietermaritzburg area. Home to almost 200 local and global retail stores Liberty Midlands Mall offers a unique retail experience by fusing indigenous inspiration with international style through its assorted mix of fashion, food and leisure, attracting millions of shoppers each year.

Liberty Midlands Mall's most recent development was the launch of its Phase 3 retail offering in March 2018. The scheme includes an expansion of the Woolworths store, a new Checkers store, Planet Fitness and an al fresco dining area. The expansion serves to strengthen Liberty Midlands Mall's position in Pietermaritzburg and the KwaZulu-Natal Midlands, further increasing the mall's appeal to locals and visitors alike.

Liberty Midlands Mall is owned by Liberty Two Degrees and Liberty Group Limited, and managed by JHI Retail, part of Cushman & Wakefield Excellerate, one of Africa's leading trusted provider of fully integrated, self-delivered property related solutions and services companies.

For more information please visit either www.midlandsmall.co.za, www.liberty2degrees.co.za, or www.cwexcellerate.com