



KwaZulu-Natal

LIQUOR AUTHORITY

THE KWAZULU-NATAL LIQUOR AUTHORITY

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FOR IMMEDIATE RELEASE:

KZN Liquor Authority's Collaborative Roadblock Campaign Promotes Responsible Festive Celebrations

Durban, 16 December 2023 — The KwaZulu-Natal Liquor Authority (KZNLA) spearheaded a strategic roadblock campaign at Umvoti Toll Gate in the Ilembe district. Collaborating with essential stakeholders, including the Road Traffic Inspectorate (RTI), the South African Police Service (SAPS), KwaDukuza Municipality, and affiliated departments within EDTEA—such as Tourism KZN, KZN Wildlife, KZN Gaming & Betting Board (GBB), Sharks Board, and the liquor industry stakeholder, Heineken.

In alignment with its legislative mandate, KZNLA is dedicated to implementing programs addressing the socio-economic impact of alcohol abuse. Recognizing heightened activities during the festive season, especially with KZN as a popular tourist destination, the campaign sought to mitigate adverse effects of irresponsible drinking, which often lead to road accidents, incidents of drinking and driving, and other social issues.

The proactive approach taken by KZNLA and collaborators underscores their commitment to promoting responsible drinking and ensuring safety during the festive season. The campaign not only targets the local community but extends a warm invitation to tourists, ensuring a welcoming and secure environment amidst the province's diverse tourist attractions.

As the festive season unfolds, KZN, known for vibrant tourist spots, welcomes visitors with an assurance of a secure environment. Emphasizing responsible alcohol consumption, the campaign encourages tourists to explore diverse destinations without compromising safety, cautioning against both drinking and driving and the risky combination of alcohol and swimming.

Recognizing the symbiotic relationship between responsible drinking, tourism, and security, KZNLA emphasizes their pivotal role in ensuring economic growth for the province. By fostering a culture of responsible alcohol consumption and providing a secure environment for tourists, KZN aims to bolster its economic prospects, creating a sustainable foundation for future prosperity.

In a statement, iLembe District Speaker Cllr Dolly Govender expressed best wishes for a joyful start to the festive season, emphasizing the importance of safety in all journeys. She highlighted the ongoing commitment to similar initiatives throughout the year, emphasizing that KZN prioritizes enforcement and compliance to create a secure environment for visitors.

ISSUED BY THE KWAZULU-NATAL LIQUOR AUTHORITY.

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