

Media Release - 30 August 2001

South African National Parks Introduces "eight Natural Wonders In One Country"

This weekend, South African National Parks (SANParks) embarks on an intensive media campaign with the aim of improving awareness among South Africans of the country's own natural wonders.

The campaign runs concurrent with Tourism Month and is titled "EIGHT NATURAL WONDERS IN ONE COUNTRY". It focuses on eight of the 20 national parks managed by SANParks - Kruger, Kgalagadi, Addo, Wilderness, Karoo, Tsitsikamma, Augrabies and Golden Gate - introducing these parks in an entertaining and informative manner.

A competition with two grand prizes of a four-day trip for four people to one of these parks will form part of the radio campaign on Kaya FM and *SAfm*. regional radio stations, newspapers and electronic billboards will also be used.

For a glimpse of these "EIGHT NATURAL WONDERS IN ONE COUNTRY", visit the SANParks website at: <http://www.parks-sa.co.za/general/8wonders.htm>

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