

U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended

For Six Month Period Ending 2/28/2016 2015
(Insert date)



I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
- Coyne Public Relations, LLC 6177
- (c) Business Address(es) of Registrant
5 Wood Hollow Road
Parsippany, NJ 07054

2. Has there been a change in the information previously furnished in connection with the following?

- (a) If an individual:
- (1) Residence address(es) Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No
- (b) If an organization:
- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

Name	Residence Address	Citizenship	Position	Date Assumed
See current employee list attached				

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
See current employee list attached		

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
See current employee list attached			

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

See employee list attached

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Hong Kong Tourism
South Africa Tourism

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

Hong Kong Tourism Board
South Africa Tourism

Provided public relations services for foreign principals, including but not limited to, press material development, media relations, program development, newsletter development and speech writing.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below?
Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
various	Hong Kong Tourism	See attached for details	18,000
	South Africa Tourism		385,717
			403,717
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

All out of pocket expense were billed back to the client and included in the receipts reported in 14a.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes No

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Hong Kong Tourism Board
 South Africa Tourism

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Please see attached

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts Magazine or newspaper Motion picture films Letters or telegrams
 Advertising campaigns Press releases Pamphlets or other publications Lectures or speeches
 Other (specify) _____

Electronic Communications

- Email
 Website URL(s): _____
 Social media websites URL(s): _____
 Other (specify) Multimedia press release

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials Newspapers Libraries
 Legislators Editors Educational institutions
 Government agencies Civic groups or associations Nationality groups
 Other (specify) _____

21. What language was used in the informational materials:

- English Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

September 21, 2016 _____

/s/ Cathy Clarkin _____

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Coyne Employees for FARA –six months ending 2/28/15

John Gogarty	40 W. Park Place, Apt. 505, Morristown, NJ	Public Relations
Jennifer Kamienski	66 Stonybrook Rd., Montville, NJ	Public Relations
Lauren Mackiel	205 Hickory Ave., Tenafly, NJ	Public Relations
Christina Conrado	4 Collard Lane, Pinebrook, NJ	Public Relations
Jillian Pedrani	123 Second Street, Ridgefield Park, NJ	Public Relations
Paul Fleck	350 Parsippany Rd., Apt. 4, Parsippany, NJ	Public Relations
Whitney Gaglio	309 4 th St., Huntington, CA	Public Relations
Denee Zumwalt	17101 Superior St., Northridge, CA	Public Relations
Lauren Yacker	6143 W 83 rd Place, Los Angeles, CA	Public Relations
Alexandra Kratochvil	103 Bowerstown Rd., Washington, NJ	Public Relations
Michelle Cohen	115 Polify Ave., Apt. 2H, Hackensack, NJ	Public Relations

HONG KONG

9/1/2014-2/28/2015

<u>Transaction Refe</u>	<u>Period Na</u>	<u>Invoice Date</u>	<u>Trans Type</u>	<u>Narrative</u>	<u>Transaction \$</u>	<u>Gross</u>
0126151720	JAN/15	26-Jan Invoice		MJ 0126151720	Paid	5,000.00
1212141931	DEC/14	12-Dec Invoice		MJ 1212141931	Paid	4,000.00
1209141931	DEC/14	9-Dec Invoice		MJ 1209141931	Paid	9,000.00
					Total	18,000.00

SOUTH AFRICA		9/1/2014-2/28/2015				
Transaction Reference	Period	Invoice Date	Trans Type	Narrative	Transactic	Gross
0223151551	FEB/15	23-Feb	Invoice	MJ 0223151551	Paid	5,688.36
0219151551	FEB/15	19-Feb	Invoice	MJ 0219151551	Paid	3,976.26
0211815155	FEB/15	18-Feb	Invoice	MJ 0211815155	Paid	720.00
0217151551	FEB/15	17-Feb	Invoice	MJ 0217151551	Paid	163,319.39
0202151551	FEB/15	2-Feb	Invoice	MJ 0202151551	Paid	16,854.48
0114151551	JAN/15	15-Jan	Invoice	MJ 0114151551	Paid	1,740.00
0115151551	JAN/15	15-Jan	Invoice	MJ 0115151551	Paid	3,283.49
0106151551	JAN/15	6-Jan	Invoice	MJ 0106151551	Paid	16,854.48
1215141551	DEC/14	16-Dec	Invoice	MJ 1215141551	Paid	1,920.00
1216141551	DEC/14	16-Dec	Invoice	MJ 1216141551	Paid	3,341.72
1202141551	DEC/14	2-Dec	Invoice	MJ 1202141551	Paid	16,854.48
1115141551	NOV/14	17-Nov	Invoice	MJ 1115141551	Paid	33,270.00
1116141551	NOV/14	17-Nov	Invoice	MJ 1116141551	Paid	18,692.71
1117141551	NOV/14	17-Nov	Invoice	MJ 1117141551	Paid	240.00
1118141551	NOV/14	17-Nov	Invoice	MJ 1118141551	Paid	14,610.00
1103141551	NOV/14	3-Nov	Invoice	MJ 1103141551	Paid	16,854.48
1023141551	OCT/14	23-Oct	Invoice	MJ 1023141551	Paid	67,497.53
						<u>385,717.38</u>

South African Tourism

Media Release



Inspiring new ways

SOUTH AFRICAN TOURISM NORTH AMERICA CEMENTS COMMITMENT TO GROWTH OF LEISURE TRADE RELATIONSHIPS WITH LATEST HIRE

New Industry Expert to Help Bolster Travel Trade Efforts in Key U.S. Markets

September 29, 2014, New York, NY – In an effort to strengthen its Leisure Trade Marketing programs, South African Tourism North America is pleased to appoint Alfreda Turner as its newest Assistant Manager: Trade Relations overseeing target markets in the Midwest. Turner will join Kristy Angellotti, her counterpart in the Western region, to further reinforce South Africa as a premier holiday destination among travel trade professionals across the U.S.

At the helm of this expansion is Trade Relations Manager, Virginia Dionisio, who will collaborate with Turner and Angellotti to educate and train the travel trade on South Africa's unique offerings in these key source markets. The collective team will execute targeted marketing campaigns in 2014-15 to bolster tourism to South Africa and meet the trade industry's increasing demand for effective training and marketing tools.

"We are excited to welcome Alfreda to the team; with the wealth of her experience I am confident she will be a valuable asset in amplifying our ongoing trade work," said Sthu Zungu, President of South African Tourism North America. "Investing in the expansion of SAT's Leisure Trade Marketing efforts remains a critical step towards boosting U.S. tourist arrivals to South Africa for years to come."

"With tourism from the U.S. to South Africa at an all-time high, the demand for deeper engagement with national partners is growing at a tremendous rate," said Dionisio. "The addition of Alfreda solidifies South African Tourism's commitment to elevating its trade presence when it's needed most."

Alfreda Turner joins South African Tourism with more than two decades' experience working as a successful travel and trade manager and innovator. Turner made her start at Delta Airlines Inc., where she spent the greater part of her career holding various managerial roles, from district sales and industry marketing to international commercial sales development.

During her time at Delta, Turner received the highest employee recognition for her development of a campaign to create and reunite the travel trade industry after the Sept. 11, 2001, attacks. Most recently, Turner split her time as Founder of The Global Affairs Marketing and Entertainment Networks, a global business management and consulting firm, and Vice-Chairman of The Atlanta Rio de Janeiro Sister Cities Committee.

For more information on South Africa's rich and diverse offerings visit www.southafrica.net, follow @SouthAfrica on Twitter and Visit South Africa on Facebook.



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For further information contact:

Sthu Zungu at SA Tourism
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Website www.southafrica.net

Christina Conrado at Coyne PR
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South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed by Chief Executive Officer Thulani Nzima and Chief Operating Officer Sthembiso Dlamini.

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Media Release



Inspiring new ways

SOUTH AFRICAN TOURISM PARTNERS WITH CARNEGIE HALL TO BRING THE VIBRANT CULTURAL IDENTITY OF SOUTH AFRICA TO NEW YORK CITY

Month-Long Celebration Pays Tribute to South Africa's 20th Anniversary of Freedom & Democracy & Rich Musical Heritage

October 8, 2014, New York, NY – South African Tourism is proud to showcase the inspired culture and diverse musical heritage of South Africa, partnering with Carnegie Hall on a series of signature events and festivities held throughout New York City from **October 8-November 5, 2014**. Carnegie Hall's *UBUNTU: Music and Arts of South Africa* festival honors South Africa's 20th anniversary of freedom and democracy in a unique citywide display of South African music and spirit.

The *UBUNTU* festival will salute the 'Rainbow Nation' in a parade of concerts and events dedicated to the country's dynamic musical identity. Featuring performances by South Africa's most renowned Grammy-nominated musical icons and freedom fighters, including legendary trumpeter, Hugh Masekela, vocalist, Vusi Mahlasela, and acclaimed vocal ensemble, Ladysmith Black Mambazo, among countless others, the commemorative celebration will serve as a dazzling showcase of South Africa's thriving music and arts scene.

South African Tourism will join the festival with a free mobile pop-up concert in Times Square on **Thursday, October 9**. Headlined by the great Hugh Masekela and Vusi Mahlasela, the unique presentation will commence with their arrival atop an awe-inspiring double-decker bus adorned in Ndebele artwork. In addition to the festive music, the presentation will enlighten passersby on South Africa's impassioned cultural spirit and diverse travel offerings unmatched by any other destination. Inspired by the "Ubuntu" philosophy that honors the essence of togetherness and human unity, the jubilant celebration will fittingly include crowd interactions and musical engagement with the iconic musicians themselves.

"South Africa has a thriving music culture unlike any other place in the world, and it is with tremendous thanks to Carnegie Hall that we are able to bring a piece of our country's rich heritage and immense musical talent to New York City," said Ms. **Sthu Zungu, President of South African Tourism North America**. "We are confident that these celebrations will inspire audiences to learn more about our multi-faceted destination and explore our vibrant cultural life firsthand in South Africa."

For more information on South Africa's rich and diverse offerings visit www.southafrica.net, follow @SouthAfrica on Twitter and Visit South Africa on Facebook. To learn more about Carnegie Hall's *UBUNTU* festival or purchase tickets, visit: www.carnegiehall.org/southafrica.



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For further information contact:
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Website www.southafrica.net

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###



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*****MEDIA ALERT*****

**South Africa to Take Over NYC with Mobile Pop-Up Concert in Times Square
Inspired by the 'Rainbow Nation'**

*South African Tourism Taps Internationally Acclaimed South African Artists to Inspire Travelers
to Visit South Africa Now*

WHAT: South African Tourism is proud to showcase the vibrant culture and rich musical heritage of South Africa with a free mobile pop-up concert held in Times Square. Headlined by two of South Africa's most renowned Grammy-nominated musical icons and freedom fighters, legendary trumpeter, Hugh Masekela and vocalist, Vusi Mahlasela, the special performance is a jubilant celebration of South Africa's 20th anniversary of freedom and democracy.

The festivities will commence with the arrival of Masekela and Mahlasela atop an awe-inspiring double-decker bus adorned in Ndebele artwork - South Africa's trademark geometric mural art defined by striking abstract shapes and repeating borders. In addition to the festive music, the presentation will enlighten passersby on South Africa's impassioned cultural spirit and diverse travel offerings unmatched by any other destination in the world.

Inspired by the spirit of "Ubuntu," an African philosophy that honors the spirit of togetherness and unity among human beings, the celebration will fittingly include crowd interactions and musical engagement with the iconic musicians themselves.

The performance also marks the start of Carnegie Hall's UBUNTU: Music & Arts of South Africa festival, a month-long series of concerts and events dedicated to South Africa's dynamic musical culture. To learn more or purchase tickets, visit www.carnegiehall.org.

WHEN: Thursday, October 9, 2014
Press call: 9:45 a.m.
Performance: 10:15 a.m.

WHERE: Times Square at the FOX Screen by Sony
1500 Broadway, New York, NY, 10036
(Located adjacent to the Starbucks at Time Square at the corner of 43rd Street & Broadway)

INTERVIEWS: To book an in-studio or on-site interview with the legendary Hugh Masekela or Vusi Mahlasela, please contact Christina Conrado at cconrado@coynepr.com / (973) 600-4510 or Jillian Pedrani at jpdrani@coynepr.com / (973) 588-2206.

MORE: For more information on South Africa's rich and diverse offerings visit www.southafrica.net, follow @SouthAfrica on Twitter and *Visit South Africa* on Facebook.



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For further information contact:

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###

Media Release



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SOUTH AFRICA TAKES OVER TIMES SQUARE WITH MOBILE POP-UP CONCERT SHOWCASING CULTURAL HERITAGE - ONE OF THE DESTINATION'S "BIG 5" EXPERIENCES

*South African Tourism Joins Carnegie Hall in Month-Long Tribute to South Africa's 20th
Anniversary of Freedom & Democracy*

October 9, 2014, New York, NY – The unique sounds of South Africa reverberated through the streets of Manhattan earlier today during a free mobile pop-up concert hosted by South African Tourism honoring South Africa's 20th anniversary of freedom and democracy. Featuring performances by two of South Africa's most renowned Grammy-nominated musical icons, legendary trumpeter, Hugh Masekela and vocalist, Vusi Mahlasela, the special celebration was a dazzling showcase of South Africa's vibrant culture and dynamic musical identity.

Arriving atop an awe-inspiring double-decker bus adorned in colorful Ndebele artwork - the music legends roused passersby to cadenced movement with their distinct jazz-infused style. The charismatic Sindisiwe Nxumalo, current cast member of "The Lion King" on Broadway, served as Master of Ceremonies, enlightening the audience on South Africa's kaleidoscope of unique and memorable "BIG 5" experiences that make it one of the world's most sought-after travel destinations.

Inspired by the spirit of "Ubuntu," an African philosophy that speaks to the interconnectedness among all human beings, the jubilant celebration fittingly included crowd engagement with the iconic musicians themselves by way of vuvuzela! As the audience erupted in ardent applause, they were asked to join the duo in song with their own instrument for the day, South Africa's famous blowing horn, resulting in a heartfelt display of South African music and spirit.

From now through **November 5, 2014**, South African Tourism is partnering with Carnegie Hall on a series of events and festivities held throughout New York City dedicated to South Africa's impassioned cultural spirit. The *UBUNTU: Music and Arts of South Africa* festival commemorates South Africa's milestone anniversary with some of South Africa's greatest entertainers to date.

"We are so proud to share our country's rich heritage and immense musical talent with our friends here in New York City," said Ms. Sthu Zungu, **President of South African Tourism North America**. "We're confident these celebrations will inspire audiences to visit South Africa and discover firsthand the plethora of unique experiences in our destination."

For more information on South Africa's rich and diverse offerings visit www.southafrica.net, follow @SouthAfrica on Twitter and Visit South Africa on



Inspiring new ways

Facebook. To learn more about Carnegie Hall's *UBUNTU* festival or purchase tickets, visit: www.carnegiehall.org/southafrica.

For further information contact:

Sthu Zungu at SA Tourism

Tel: +1 (212) 730-2929

Email: newyork@southafrica.net

Website www.southafrica.net

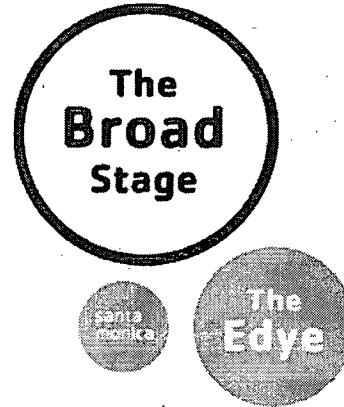
Christina Conrado at Coyne PR

Tel: +1 (973) 588-2000

Email: cconrado@coynepr.com

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed by Chief Executive Officer Thulani Nzima and Chief Operating Officer Sthembiso Dlamini.

###



MEDIA ALERT

Media Contacts:

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Amy Thomas
The Broad Stage Tel: 949.212.6394
thomas_amy@smc.edu

**The Broad Stage partners with South African Tourism to
bring Cape Town's Isango Ensemble to Los Angeles,
performing The Magic Flute for its West Coast debut**

*The internationally renowned South African theater company re-
imagines Mozart's musical masterpiece with this vibrant, life-affirming
production sponsored by South African Tourism*

Who: Isango Ensemble is a South African theatre company that draws its artists from the townships surrounding Cape Town. Isango's stage productions have played to sold-out audiences across the world and have received numerous international awards.

What: Sponsored by South African Tourism, Isango Ensemble makes its West Coast debut with *The Magic Flute*, an international box office hit that won an Olivier Award for Best Musical Revival and the Globes de Cristal for Best Opera Production. The ensemble boldly re-imagines Mozart's fairytale opera—South-African style—with an orchestra of marimbas and brightly colored costumes that leaves audiences ages eight to eighty with “a rare sense of life-enhancing joy.” (*Sunday Times, UK*)

“South Africa has a vibrant cultural life unlike any other place in the world, and it is with tremendous thanks to The Broad Stage and Isango Ensemble that we are able to bring a piece of our country's rich heritage and immense theatrical talent to key audiences in the West Coast,” said Ms. Sthu Zungu, President of South African Tourism North America. “We are confident that this dynamic performance will move audiences to learn more about our multi-faceted destination and inspire future travel to South Africa.”

Where: The Eli & Edythe Broad Stage / 1310 11th St. Santa Monica CA 90401

When: Wednesday, October 8, 2014 / 7:30PM (**Opening Night**)

Thursday, October 9, 2014 / 7:30PM

Friday, October 10, 2014 / 7:30PM

Saturday, October 11, 2014 / 2PM

Saturday, October 11, 2014 / 7:30PM

Sunday, October 12, 2014 / 4:00PM

Sponsor: South African Tourism (www.southafrica.net)

Tickets: Prices \$39-\$98

www.thebroadstage.com or call the Box Office at 310.434.3200

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ABOUT ISANGO ENSEMBLE

Isango Ensemble is a South African theatre company that draws its artists mainly from the townships surrounding Cape Town. Their stage productions and films have played to sold-out audiences across the world, and have received numerous international awards. Isango Ensemble's productions re-imagine classics from the Western theatre canon, finding a new context for the stories within a South African or township setting thereby creating inventive work relevant to the heritage of the nation. The company's structure embraces artists at all

stages of their creative development allowing, senior artists to lead and contribute towards the growth of rising talents.

Isango Ensemble is committed to creating theatre that is accessible to all South Africans and to contributing to a more united South African nation. Isango's award-winning film *U-Carmen eKhayelitsha* and their second film *Son of Man* were filmed on location in Khayelitsha and propelled this historically disadvantaged township into the international spotlight. Local residents were given the opportunity to be part of the films and *U-Carmen* premiered in Khayelitsha's O. R. Tambo Sports Centre, playing there for three weeks to sold-out audiences. Isango Ensemble intends to further develop this process by building a truly mixed audience, reflecting and uniting a diverse South African nation.

About South African Tourism

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination internationally and domestically. South African Tourism aims to make tourism the leading economic sector in South Africa, and to promote sustainable economic and social empowerment for all South Africans. For more information on South Africa's rich and diverse offerings, visit www.southafrica.net, follow @SouthAfrica on Twitter and Visit South Africa on Facebook.

About The Broad Stage

Under the leadership of Director Dale Franzen and Artistic Chair Dustin Hoffman, The Eli and Edythe Broad Stage at the Santa Monica College Performing Arts Center opened its doors in October 2008. Inspired by Italian "horseshoe" theaters, yet conceived in an absolutely contemporary vernacular, The Broad Stage is an artist's dream and an audience's delight. Unlike any performance space in the country, it is sublimely intimate with 499-seats and strikingly grand at the same time—allowing eye contact with artists from the boxes to the back row—forging a new kind of artist and audience experience in Los Angeles. Theater shows, dance, film, operas, musicals, symphony and chamber orchestras are presented on one of the city's largest proscenium stages. In addition to The Broad Stage, The Edye, a smaller black box theater, presents new, developing and innovative work in theater, music and dance as part of the Under the Radar Series. Featuring younger, innovative artists and chamber pieces and plays, programming at The Edye is intentionally spontaneous, reflecting the dynamic nature of the space and allowing the latest, most exciting artists to be booked on short notice. The Broad Stage's education and outreach program offers opportunities for cultural exposure through various student events, currently reaching 16,000 students and diverse community members annually through over 30 free and low-cost events.

The Broad Stage is located at 1310 11th Street, Santa Monica CA 90401. Parking is FREE.

Media Release



Inspiring new ways

SOUTH AFRICAN TOURISM UNVEILS "POINT OF VIEW" VIDEO SERIES AT THE NEW YORK TIMES TRAVEL SHOW 2015

Gold Sponsor Presents 360-Degree View of South Africa's Unparalleled 'BIG 5' Travel Experiences

Booth #723 Outfitted with Travel Experts, Interactive Promotions and Limited-Time Offers

January 23, 2015, New York, NY – South African Tourism is proud to return to *The New York Times* Travel Show for the eighth consecutive year to educate attendees on what's new and exciting in travel to South Africa for 2015. With Durban's inclusion on *The Times'* "52 Places to Go in 2015" list, as well as Cape Town's feature as the #1 Place to Go on the 2014 list, consumer interest and demand for information about the destination is at its highest.

In a creative effort to inspire future visits to this breathtaking country, South African Tourism will unveil its innovative new "Point of View (POV)" video series, an extension of its ongoing "What's Your BIG 5?" promotion. The high-production, multi-platform interactive experience takes viewers on a journey through various adventures found only in South Africa, as if the viewer were experiencing it firsthand. Additionally, several top trade partners and regional tourism representatives will be on hand at South African Tourism's booth (#723) to provide visitors with the latest services and counsel on booking a trip to South Africa as well as share insights on its climb to become one of the top international destinations to visit in 2015.

On Friday, January 24 from 1:30-2:00 p.m. South African Tourism will lead a presentation at the **Global Stage** on its new Big Five as related to the destination's unmatched travel experiences that cater to any interest. Later that day, from 4:00-4:30 p.m., South African Tourism will discuss South Africa's robust wine tourism offerings at the **Taste of the World Stage**, where attendees can also enjoy a sampling of fine South African wines.

Visitors this year can browse exclusive travel packages and book trips on-site through South Africa's flagship air carrier, South African Airways (SAA). Additionally, South African Tourism will celebrate the launch of its new "Point of View (POV)" video series by giving away a GoPro camera to one lucky Travel Show guest who visits booth #723. South Africa's booth partners will also have a drawing for a trip for two (including flights and accommodation) to visit South Africa.



Inspiring new ways

With the launch of the "POV" series, users will be able to gain insights into the destination like never before. First-person perspective videos, ranging from bungee jumping to shark cage diving to safari game drives, are stitched together in a "choose your own adventure" format to form a single interactive experience across multiple platforms, including mobile and desktop devices. With the videos, viewers are given the freedom to choose the South Africa experiences that most appeal to them, whether it is Adventure, Culture, Entertainment, Romance, or Safari - providing a completely tailored trip planning experience that they can then share with their travel agent or tour operator.

With nine unique provinces abounding in exciting and memorable travel experiences around every corner, the opportunities for exploration within South Africa are practically endless and worth visiting now.

For a unique and interactive look into South Africa's rich and diverse travel experiences visit www.southafrica.net, and follow @SouthAfrica on Twitter and Visit South Africa on Facebook for additional updates and information.

**As designated by the annual New York Times "Places to Go" issue (January 2014 & January 2015)*

Issued by Coyne PR on behalf of South African Tourism

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South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed by Chief Executive Officer Thulani Nzima and Chief Operating Officer Sthembiso Dlamini.

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MASTER OF CEREMONIES REMARKS

SAT MOBILE POP-UP CONCERT | OCTOBER 9, 2014 | 9:30-11:00 AM

Times Square @ Fox Screen (North Side of 43rd St. between Broadway & 7th Ave.)

10:10-10:15 AM

Sawubona, New York City! On behalf of **South African Tourism**, we invite you here today to celebrate an extraordinary time in South Africa's history - the 20th anniversary of its freedom and democracy! My name is Sindisiwe Mxumalo and I'm here with two of South Africa's most renowned musical icons and freedom fighters, legendary trumpeter, **Hugh Masekela** and guitarist, **Vusi Mahlasela**, to bring a piece of the 'Rainbow Nation' to you! As you can tell by my dress and this eye-catching bus - adorned head-to-toe in Ndebele artwork - South Africa is a destination bursting with color, inspiration and creativity.

Everyone knows South Africa for its iconic safari, but now is the time to celebrate the real "Big 5" - the wide variety of unique and memorable experiences that make South Africa one of the world's leading travel destinations. We've come together today to highlight the amazing culture and rich musical heritage that embodies the "Ubuntu" spirit of South Africa. And what better way to do that than with a special tribute performance by the great Hugh Masekela and Vusi Mahlasela? No matter what you're looking to add to your next vacation - adventure, romance, entertainment, safari or culture - you can Visit South Africa to find it.

As a tribute to this diverse nation, today **South African Tourism** is kicking off **Carnegie Hall's "UBUNTU"** festival, a month-long series of concerts and events beginning tomorrow dedicated to South Africa's dynamic cultural identity. It is inspired by the spirit of "Ubuntu," an African philosophy that speaks to the interconnectedness of our people. It is the essence of being human - "I am because you are." It is what binds us together here today and long after we have gone our separate ways.

We are so grateful to **South African Tourism** for giving us this exclusive sneak peek of tomorrow's opening night performance, featuring none other than Mr. Masekela and Mr. Mahlasela themselves!

Without further ado, please join me in welcoming these music legends to their rooftop stage! And hold tight for your own chance to perform afterwards, as well. Let the show begin!



10:28-10:33 AM

[Consumer call-to-action]

It is such an honor to be in the company of greatness - thank you both for sharing your immense talent with us today. Friends, now it is your turn! By now you should have received your very own vuvuzela; South Africa's iconic blowing horn and your instrument for today. At Mr. Masekela and Mr. Mahlasela's command, please join them in song!

10:33-10:35 AM

Bravo, bravo! And let us give another round of applause to Mr. Masekela and Mahlasela for their rousing performance today. And to you all for your own musical tribute by way of vuvuzelas.

Thank you again for joining us here in celebration of magical and beautiful South Africa. This special gathering could not have been possible without South African Tourism, so let us give a generous thank you to the North America team for bringing the rhythm of South Africa to Times Square today.

We hope this presentation has inspired you to reconsider the way you look at South Africa and all that it has to offer. To add more to your next vacation, visit www.southafrica.net.



LIFETIME TELEVISION "THE BALANCING ACT"
SAT SEGMENT TALKING POINTS/KEY MESSAGING
[INTERNAL USE ONLY]

Participants: Ms. Sthu Zungu, President, South African Tourism North America
Segment Length: 4 to 6 minutes
Product or Service: Tourism in South Africa
Tagline: South Africa Invites You to Add A Little Adventure to Your Next Vacation

Question #1:

South Africa is BIG...and offers a wide diversity of landscapes – especially for those considering a vacation. What are some of the first things you tell people who love traveling but have never visited South Africa?

➤ **Suggested Response:**

- "What's taken you this long?" *[Laughs]* But truly, we do reap great joy from introducing new visitors to our beautiful destination and all that it has to offer – no matter what type of vacation you're looking for. Whether you're a thrill-seeking nature lover, curious history buff, or even a large family that needs to cater to different tastes and personalities, South Africa has something for everyone to enjoy. With nine unique provinces abounding in exciting and memorable travel experiences around every corner, the opportunities for exploration are practically endless.

Question #2:

Tell us about the "What's Your Big 5 Campaign".

➤ **Suggested Response:**

- Our "What's Your BIG 5 Campaign" was actually born out of the common misconception that South Africa only equaled safari. In reality, it offers so much more with a plethora of historical landmarks, beautiful beaches, trendy neighborhoods, iconic winelands, and a melting pot of different cultures.
- In an effort to better showcase these diverse offerings, we've redefined the proverbial Big Five of South Africa's safari animals to encompass our destination's wide range of authentic and fun travel experiences.
- We've grouped these available experiences into 5 tourism pillars: Adventure, Culture, Safari, Entertainment and Romance.



- Through this campaign, we invite fans of South Africa to share their top must-do experiences in our country as aligned to these different pillars, thereby creating their very own "BIG 5."
- We will continue to promote this 360-degree platform through the lens of dedicated "BIG 5" Ambassadors, Friends of South Africa and consumers – and hopefully inspire new visitors to our multi-faceted destination as a result.

Question #3:

You brought us some stunning images of SA. What are some of the most popular cities to visit?

➤ Suggested Response:

- Cape Town for starters! Our 'Mother City' has truly lived up to its name this year by being named the "#1 Place to Go in 2014" by The New York Times and the 2014 World Design Capital. This global attention is rightfully deserved as it is home to some of our country's most celebrated sites and landmarks, a buzzing waterfront, world-class restaurants, and a rising design and art scene; it truly is a tourists' playground.
- Then there's Johannesburg and Durban – two other major metropolises in South Africa with so much to offer and quickly edging their way into the spotlight.
- Joburg, as we like to call it, boasts a laidback urban hipster scene with trendy shops, exhibition spaces and restaurants aplenty – not to mention an incredible nightlife scene bursting with energy. Arts on Main in the Maboneng Precinct is a must-see experience; it's an inner city development project that now houses some of Joburg's leading galleries and artist studios.
- Durban is another cool city celebrated for its year-round warm weather and sun-kissed beaches that are especially popular among surfers. If you're seeking thrills, check out the Moses Mabhida Stadium where you can take a leap on the the Big Rush Big Swing!

Question #4:

You're quoted as saying: 'that no matter what travelers looking for in their next vacation, South Africa has it'. Elaborate on that.

➤ Suggested Response:

- I know it sounds like a hefty promise, but it is one that we can truly deliver on nonetheless. New and returning visitors to our destination are consistently surprised to learn that South Africa really does offer it all.



- If you're looking to unwind with relaxing spa activities while in the African bush, hone your wine tasting skills in the sprawling Cape Winelands or even enjoy a laidback jazz performance at a trendy Soweto nightclub, South Africa is the perfect romantic getaway.
- On the flipside of that, there are also boundless adventure offerings found in nearly every province of South Africa. From ziplining and golfing to the highest commercial bungee jump in the world at the Bloukran's Bridge, there's pretty much nothing you can't do in South Africa.

Question #5:

Tell us about the people of South Africa...are they welcoming to those traveling there?

- Suggested Response: Perhaps the most rewarding part of a journey to South Africa is the opportunity to experience the true heart of our country – our people. In a world where meaningful human interaction is increasingly sought after, South Africa remains a destination that not only offers unmatched travel experiences, but inspires heartfelt connections. It is this standout attribute – our Ubuntu philosophy honoring the spirit of togetherness and unity among all people – that compels visitors to return to South Africa year after year.

Question #6:

What kind of weather can vacationers expect in South Africa...is there a variety of climate?

- Suggested Response: South Africa is blessed with a year-round temperate climate and is known for its long sunny days – appropriately earning it the title 'Sunny South Africa.' Your decision about the best time to visit will depend more on the experiences you're looking to have rather than the weather.
- For instance, South Africa's winter months (June, July, and August) have the least rainfall making it an ideal time for game viewing as the animals are often found gathering at watering holes. On the other hand, summer in the Western Cape is ideal among water sports enthusiasts and lovers of the outdoors when it is especially sunny and warm.

Question #7:

Are there any other misconceptions people may have about vacationing in South Africa?

- Suggested Response: Perhaps the most common misconceptions of South Africa as a travel destination is that it is too expensive, only offers safari and is considered only an "once-in-a-lifetime" trip. Our job as a tourism board is to continuously



Inspiring new ways

communicate to consumers and the trade alike that South Africa offers a myriad of unique and authentic experiences that can accommodate every type of traveler – from budget to luxury. And South Africa is more accessible than ever with direct flights from many carriers and additional options added each year. More and more travelers are realizing that South Africa is worth the long-haul trip as the moment you land, you begin an extraordinary journey that is unmatched by any other destination.

Question #8:

And where can viewers go to find out more about this great vacation destination?

➤ Suggested Response:

- Everything you need to plan your next vacation to South Africa can be found on our website at www.southafrica.net. Also, be sure to 'Like' Visit South Africa on Facebook and Instagram and Follow us on Twitter @SouthAfrica for photos, trip recommendations, and general updates about our incredible destination. And don't forget to tag your favorite South Africa photo memories with the hashtag #VisitSouthAfrica for the chance to have them shared on our own social channels!

Hong Kong



Date: December 18, 2014

Total Pages: 2

NEWS ALERT

VIDEO NEWS ALERT

Ring in the New Year with Hong Kong's Annual Countdown Celebrations

Hong Kong Tourism Board Provides Live Satellite Feed of New Year · New World – Hong Kong Countdown Celebrations “Pyromusical”

Lighting up the sky once again to celebrate the New Year, the Hong Kong Tourism Board (HKTB) will stage a “pyromusical” which interweaves pyrotechnics with fireworks, special lighting effects and music on the night of December 31, 2014. In the eight-minute pyromusical, a series of colorful pyrotechnics will be launched from Victoria Harbour and rooftops of various high-rise buildings on the waterfront of Hong Kong Island, interjected by fireworks and special lighting. For the first time, a new mega high-definition LED screen will be set up on the façade of the Hong Kong Convention and Exhibition Centre (HKCEC) for the pivotal numerical display.

To heighten the anticipation, pyrotechnic “shooting stars” will be launched every 15 minutes from the rooftops of the participating buildings beginning at 10:00 a.m. EST / 9:00 a.m. CST / 7:00 a.m. PST. The HKTB has designed new elements for the show, including an artificial snow and fragrance effect at the Hong Kong Cultural Centre as well as a mega high-definition LED screen on the façade of the HKCEC to display the numerals “2015” during the eight-minute show.

To further get into the holiday spirit, HKTB is putting on the Hong Kong Pulse 3D Light Show from December 17-29, 2014 with a Christmas makeover and festive surprises on the façade of the Hong Kong Cultural Centre and the Clock Tower with four shows every evening.

To ensure global audiences can share the excitement in Hong Kong, HKTB will provide satellite feed of the entire event for use by television broadcasters worldwide.

1. Satellite Feed Details

Via IS-21 at 58 degree West, 11C CH-A 9MHz C BAND (Covering The Americas, North America & South America)

- Program name: **New Year · New World – Hong Kong Countdown Celebrations**
- On-air date & time: 12/31/2014 (Local Time: 10:55 a.m. – 11:10 a.m. EST / 9:55 a.m. – 10:10 a.m. CST / 7:55 a.m. – 8:10 a.m. PST) – Free to air signal
- Download link: 3906.5MHz
- Symbol rate: 6.1113 MS/s
- FEC: 3/4
- Polarization: Vertical
- System: SD NTSC

- DVB-S QPSK
- Format: Mpeg 2 16: 9 4:2:0 A1 : A2 Stereo PGM
- Encryption System: Free to air signal

2. About the New Year · New World Hong Kong Countdown Celebrations

Date	December 31, 2014
Featured buildings	<p><u>Show anchor with giant LED display</u></p> <ul style="list-style-type: none"> • Hong Kong Convention and Exhibition Centre (HKCEC) <p><u>Buildings with rooftop pyrotechnic effects</u></p> <ul style="list-style-type: none"> • Central Plaza • CITIC Tower • Harbour Centre • Hopewell Centre • Immigration Tower • Queensway Government Offices
Shooting stars	<p>Local time: 10:00 a.m. EST / 9:00 a.m. CST / 7:00 a.m. PST at 15-minute intervals):</p> <ul style="list-style-type: none"> • Silver for career • Green for health • Gold for fortune • Red for love
New elements	<ul style="list-style-type: none"> • Giant high-definition LED display on the façade of the HKCEC • For the first time, LINE characters will appear on the HKCEC LED display to usher in the New Year with the spectators • Artificial snow effect in the Hong Kong Cultural Centre area • Live broadcast of the countdown show on the south façade of the Hong Kong Cultural Centre
Vantage points	<ul style="list-style-type: none"> • The Tsim Sha Tsui waterfront, between the Avenue of Stars and the Hong Kong Cultural Centre • Golden Bauhinia Square, Wan Chai • Victoria Harbour, aboard one of the New Year Countdown Cruises organized by the local travel trade

3. Media can download materials from the HKTb website:

- FTP(valid until 31 March 2015): <ftp://NYCC2015-b:NYCC2015-b@ftpsvr01.hktb.com/>

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