

Press Release – 1 October 2016

uMhlanga Rocks Pink!



With the help of the local business and residential community, the uMhlanga Urban Improvement Precinct (UIP) has turned uMhlanga Rocks pink for the month of October.

At the end of August this year, the uMhlanga UIP was approached by the KZN CANSA Association who asked if they wanted to be part of the [Pink Trees For Pauline](#) campaign that aims to turn towns pink, by wrapping tree, in support of cancer awareness.

The UIP decided that this project would also work well in promoting breast cancer awareness during the month of October, and it put a call out to the local community to buy pink fabric from CANSA, which the UIP would put up. The result was 420m of pink fabric, enough to wrap 105 trees in uMhlanga Rocks, raising R10 500 that has been directly to CANSA. To further support this cause, the lights that shine onto the trees on the Village Green shine pink for the month of October.

While the effect of 105 pink trees is extremely effective and uplifting, Cara Reilly of UrbanMGT, the uMhlanga Rocks UIP management company, says it is important to remember that this initiative is about awareness. “The lifetime risk of breast cancer in South African women at 1 in 33, and it is with this in mind that we are encouraging women (and men) to better understand the facts about breast and other cancers by using our communication and social media tools to promote the information brochures supplied by CANSA and [available here](#),” she said.

Further to this, the UIP has also printed posters and flyers of the CANSA brochure, and have given them to the uMhlanga clinic as a way to further spread the awareness in the local community.

Businesses and individuals who came forward to support this worthwhile initiative include Lighthouse Mall; The uMhlanga Centre; The Beverly Hills Hotel; uMhlanga Accommodation - Penny Underwood; Anchors Rest Guest House - Cilla Rose; Tesorino B&B - Anne Mexon; Mastro Sands - Lorriane Brown; The Southern Promenade Properties Association; Lydia and Lee Howe; Braam Fouche; Dudley Horn; Elwyn Schenk; Frank Reardon; Hayley Le Grange; Ian Lambie; Jim Houston; Moyra Woodman; Phyllis Baker Rianna van den Berg, and Scott Sowman.

UIP precinct manager Dewet Geldenhuys, operations manager David Crewe and the UIP maintenance team began wrapping on Sunday 2nd October, and the trees will remain wrapped for the month of October, after which the UIP will remove and store the fabric.

For more on the UIP go to www.umhlangauip.co.za

Like The uMhlanga UIP on [Facebook](https://www.facebook.com/umhlangauip)

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Note On The uMhlanga UIP

uMhlanga is one of the most popular investment and tourist destinations on the South African coastline. Located on the KZN North Coast and overlooking the warm Indian Ocean, uMhlanga offers visitors top quality accommodation; centrally located offices; kilometres of beaches; a wealth of outdoor adventure; world-class shopping, and an array of dining options, all within the well-secured and well-managed uMhlanga Urban Improvement Precinct (UIP).

The uMhlanga UIP is a long-term investment made by the area's commercial and residential property owners to effectively secure and enhance property values and support business activity in the area. Through this investment and by partnering with the eThekweni Municipality, the UIP ensures that this key node delivers an exceptional experience of public space by improving the environment and quality of life for all the uMhlanga precinct's users.

There are two UIPs or Special Ratings Areas (SRA) as they are official termed by the municipality namely, the uMhlanga Promenade UIP established in March 2003 and The Village UIP, established in July 2008. These UIPs, collectively known as the uMhlanga UIP represent 29 large erven. In addition to the two UIPs, there are a further two Associate Managed Areas namely the Southern Promenade Properties (SPP) – established 2004 and the Northern Promenade Properties (NPP) – established 2010. These areas represent approximately 42 large erven. The UIP partners with the eThekweni Municipality to ensure that this key node delivers an exceptional experience of public space.