

MEDIA RELEASE
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FLORIDA RD BRINGS THE FESTIVE SPIRIT

The Florida Rd UIP, local businesses and the eThekweni Municipality will be bring the festive spirit to Florida Rd, with the installation of phase 1 of a long-term festive lighting project ready to shine by 1st December.

The 2018 installation will see 288 metres of ice-white icicle lights suspended from 32 of the diagonal-cable-spans that cross Florida Rd between the Sandile Thusi intersection and the Woodley Crescent fork at the upper end of Florida Rd.



“While not yet the huge ‘wow’ factor festive lighting projects usually bring to urban spaces, this simple installation is the start of a long-term Florida Rd lighting initiative, that we hope to see grow into an iconic festive season installation for Durbanites and visitors alike,” said the head of the Florida Rd placemaking committee Laurence Dinsdale.

This lighting pilot has been on the cards since 2017, but putting together the funding took some doing, and the project would not have been possible without contributions from the Florida Rd UIP and its members, as well as additional contributions from: **Butcher Boys; Cubana; Butcher Block; Dropkick Murphy's; Florida Park Hotel; Holden's KwikSpar; House of Curries; KFC Florida Rd; Next Chapter; The Benjamin Hotel; The Pretorius Family of 167 Florida Rd; Urban Lime, and Vacca Matta.**

The lights are connected to the street lighting grid and were installed by the eThekweni Municipality's electrical department, who also tested the lighting products in their depot over a number of months and through various weather conditions. "The Florida Rd community is very grateful to the municipality for their support of this project and guidance on the best way to ensure a safe installation that can be maintained over the festive season," said Jarrod Evans, Florida Road Urban Improvement Precinct (UIP) precinct manager.

The lighting products are supplied by MK Illumination and are tried and tested in harsh outdoor conditions and thus will be used year on year, allowing the project to grow from a strong base.

"Florida Rd is very excited about seeing the festive spirit slowly coming to life in our proudly Durban space and can't wait to see how this project grows," concluded Laurence.

ENDS

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ON BEHALF OF THE FLORIDA ROAD PLACE-MAKING COMMITTEE – A SUB-COMMITTEE OF THE FLORIDA ROAD URBAN IMPROVEMENT PRECINCT (UIP)

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