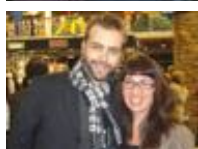
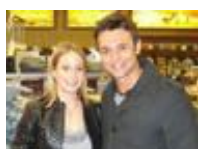


Cape Union Mart launches Adventure Centre in Cape Town

Cape Union Mart, South Africa's favourite outdoor store, recently launched one of Africa's largest outdoor adventure centres - a massive 2 200m² standalone "pod" at the Canal Walk Shopping Centre in Cape Town.



The Cape Union Mart Canal Walk Adventure Centre represents a huge capital investment for the group. The store will be staffed with around fifty people, thereby creating a number of new jobs in the South African economy. Additionally the store will increase demand for the group's K-Way products manufactured in Cape Union Mart's high tech factory based in Ottery in the Western Cape.

The concept store will also stock many outdoor technical brands like Mountain Hardware with favourites like K-Way, First Ascent, Merrell, Hi-tec, Salomon, Petzl, Leatherman, Garmin, Tom Tom and others, offering visitors a truly unique and world-class shopping experience.

During the opening month of July, customers at the Adventure Centre can expect a special line-up of events and promotions such as climbing competitions, informative presentations by guest speakers such as adventure sports athlete Martin Dreyer, Everest climber John Black, and Braam Malherbe who ran the length of the Great Wall of China. In addition, there will be expert talks on Mount Kilimanjaro and other adventure activities.

The existing Cape Union Mart store inside Canal Walk shopping centre will also not be closing down, but merely refined.

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