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OFFICE OF THE EXECUTIVE SPEAKER

Enquiries: Ald GR Wolmarans
Reference: GRDM George
Date: 09 February 2024

To Whom It May Concern,

I am writing to express my continuous endorsement of the great work done by the Pink Loerie Foundation (NPC), an organisation that has become a beacon of hope, inclusivity, and support within the Garden Route community, particularly in the quaint seaside town of Knysna, Western Cape.

Over the past 24 years, the Pink Loerie Mardi Gras and Arts Festival, the precursor to the Foundation, has not only enhanced our local tourism sector during quieter months but has also played a pivotal role in uplifting various struggling institutions and individuals in the Knysna and Sedgefield areas.

The establishment of the Pink Loerie Foundation has allowed for a more structured and effective approach to community assistance. Their ongoing support has touched the lives of many, including those at Vermont Retirement Home, Loeriehof Retirement Home, and various animal welfare organisations, to name a few. The Foundation's efforts extend beyond mere financial assistance; they encompass the collection and redistribution of essential items such as bedding, linen, towels, and toys to those in need across our region.

Significantly, the Foundation has not only focused on local support but has also played a crucial role in promoting Knysna, Greater Knysna, and the entire Garden Route as a premier holiday destination and a safe, LGBTQIA+ friendly space. This promotion to the pink Rand, Dollar, Pound and other currencies, has been instrumental in attracting both national and international visitors, thereby generating much-needed revenue for our local tourism and accommodation sectors.

Their initiatives, including the memorable 'Tickle me Pink for Tourism' campaign and various international artist collaborations, have further solidified our region's reputation on the global stage.

Moreover, in times of crisis, such as the devastating 2017 fires, the Pink Loerie Foundation stood out for its immediate and impactful assistance to our community. Their efforts during this period, and the subsequent recognition with a Community Outreach Award, underscore the Foundation's commitment to our community's well-being.

The Foundation's diverse range of projects, from supporting the Knysna Super Spar Christmas Tree initiative to organising vital drives for essentials like adult diapers, food, and Christmas gifts, highlights their comprehensive approach to community support. These initiatives, often supported by generous contributors like Mahindra South Africa, have had a tangible impact on improving the lives of many within our community.

In conclusion, I wholeheartedly endorse the Pink Loerie Foundation (NPC) and commend them for their years of dedicated service, support, and advocacy. Their contributions have not only enhanced the lives of many but have also played a crucial role in promoting our beautiful region as a welcoming and inclusive destination. It is with great admiration and respect that I look forward to their continued success and positive impact on our community.

Sincerely,

Yours faithfully

A handwritten signature in black ink, appearing to read 'GR Wolmarans', is written over a horizontal line. The signature is cursive and somewhat stylized.

Ald GR Wolmarans

Speaker: Garden Route District Municipality