

The Flufftail Festival

CELEBRATING OUR WETLANDS



MEDIA RELEASE

For immediate use

Water for the Future

Johannesburg, 5 February 2016:

Without water, nothing can survive. The most recent El Niño weather phenomenon has left South Africa gripped in one of its worst droughts in decades. Recent reports from the South African Weather Services indicate that South Africa's 2015 rainfall was the lowest since 1904. In addition, most parts of Gauteng experienced record high temperatures in 2015. It is clear that our perception of water as a widely available resource needs to be altered.

Some quick facts on South Africa's climate:

- South Africa's western regions are defined as semi-desert.
- Up to 21% of the country receives less than 200 mm of rain a year.
- South Africa as a whole is classified as semi-arid, receiving an average annual rainfall of 495 mm.
- South Africa has a very low run-off rate, with only 9% of rainfall reaching the rivers as run-off.
- The average annual potential evaporation is higher than the rainfall in most parts of the country.
- Only 8% of land in South Africa provides up to 50% of the country's surface water.

With this in mind, there is not only a need to conserve water but also to value and appreciate this precious resource. How does one begin to do this? To start, it is important to understand that society cannot exist with very little or with polluted water. The Flufftail Festival at Cresta Shopping Centre, hosted by BirdLife South Africa, Rand Water (Water Wise) and Eskom, provides an ideal platform to demonstrate this. By showcasing the importance of wetlands on our water systems and life forms, the Flufftail Festival enlightens the mind to the integral role of water.

Once the appreciation for water is developed, making an effort to conserve it will be easier to implement. It is our responsibility to ensure the sustainable use of water if we want to have it for future generations.

Don't miss out on the opportunities brought to you through the Flufftail Festival from 2-8 February at Cresta Shopping Centre.

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Notes to Editors:

About the Flufftail Festival

- There's more information at www.birdlife.org.za
- For images to be used with articles, please contact Linda van den Heever at linda.vdheever@birdlife.org.za.