

feat – *noun*, a noteworthy or extraordinary act or achievement, usually displaying boldness or skill

MEDIA RELEASE

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FEAT comes to Cape Town

What do you get when you have two handfuls of adventurers assembled under a theatre roof - invited to talk on recent expeditions and topics related to adventure - with legendary runner Bruce Fordyce as the MC to introduce the speakers? It's FEAT, an evening of time-limited talks on adventure sports and expeditions. FEAT comes to Cape Town for the first time, in February 2011.

The inaugural event, held in October in Jo'burg, was sold out two weeks before the night. Feedback from the audience confirmed that while they'd expected FEAT to be good, they didn't expect to experience 'mind-blowing', 'inspirational' and 'awesome'. More than one audience member left the theatre wondering how to get a few weeks off work to undertake an adventure they've dreamt about!

"What an amazing event and what brilliant speakers," says FEAT MC, Bruce Fordyce. "The format was perfect for keeping the pace fast and exciting. I sat spellbound listening to each dynamic presentation. It was an honour and privilege to share the stage with such special people."

FEAT director, Lisa de Speville, says that the Cape Town event has an exotic mix of speakers. "We have a few names that people will recognise from mainstream media exposure, like ocean-rower Peter van Kets and ultra-distance runner and tv presenter Braam Malherbe. We also have people whose names the public won't recognise – and this is just what FEAT is about. It is a platform to promote and publicise adventurous exploits by any South African." De Speville adds that these speakers have completed exciting adventures and their accomplishments are inspiring.

Seven of the ten speakers at FEAT CT are Allyson Towle with Marc Booyesen, Braam Malherbe, Howard Fairbank, Monde Sitole, Peter van Kets, Tatum Prins, Team CounterBalance (Alan Read, Donna Kisogloo and Johnny Cronje). Presentation topics cover mountaineering, mountain unicycling, ultra-distance running expeditions, adventure racing, ocean rowing, adventuring lifestyle, a North Pole expedition and tall ship sailing. The final three speakers are still to be confirmed. Speaker bios are available on the FEAT website.

FEAT celebrates the achievements of South African adventurers, bringing their outdoor experiences indoors. FEAT is the ultimate armchair adventure experience.

FEAT will be held in **Cape Town** on **Saturday, 12 February 2011**, at the Artscape Theatre on the Foreshore. Tickets will be available through Computicket from early December 2010.

FEAT is made possible by its sponsors – [Black Diamond](#), [Buff](#), [CAPESTORM](#) and [Hi-Tec](#) - and media partners, [www.AR.co.za](#) and [Go Multi Magazine](#). For more information, visit the FEAT website at [www.featsa.co.za](#) and FEAT page on Facebook at [www.facebook.com/featsa](#). Photos and **videos of talks**, from the inaugural FEAT event held in Jo'burg in October 2010, can be viewed on these websites.

FEAT | [www.featsa.co.za](#) | Lisa de Speville | feat@featsa.co.za | 082 936 2509

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