

Celebrating five years of luxury accommodation in the heart of central Cape Town

Cape Town, 1 July 2015: Cape Town central's most luxurious hotel, Taj Cape Town is celebrating its fifth anniversary this year and are inviting the public to mark the occasion. To celebrate the hotel's unique location, in the heart of the Mother City and on the new City Walk route, Taj Cape Town will be launching an anniversary #CelebrateCapeTown Instagram competition. Launching on Saturday, 18th July, to coincide with Cape Town Partnership's monthly flagship City Saturdays event, the competition invites locals and visitors alike to capture their central city stories through photography.

Taj Cape Town and the new City Walk route offer endless visual opportunities waiting to be captured, from the beautiful historic hotel architecture, to secret culinary finds along St George's Mall and the diverse locals who roam the city sidewalks. With five different competition categories, including; Architecture (Buildings, cityscapes, historic, interiors, industrial), People (Hotel staff, family, portraiture, self-portrait), Elements of design (Man-made or natural, elements that showcase line, shape, pattern, form, texture, perspective), Nature (Aerial, flowers, seasons, sunset, trees, wildlife) and Arts and culture (Street art, performing arts, food), every individual is bound to capture a visual memory which tells a unique city story or portrays their favourite Taj Cape Town moment.

The competition boasts a hefty grand prize, valued at more than R75,000 and includes a one night stay in Taj Cape Town's famed two-storey Presidential Suite for two people, including a gourmet dinner party for six friends cooked by a private chef and served in the suite. Prizes for the five category winners are valued at more than R25 000 each and include a two night stay in a Luxury Mountain-view room and a three-course dinner with wine pairing at Bombay Brasserie. The photographic entry that receives the most Instagram Likes will also be awarded, with the photographer receiving a one night stay in a Luxury Mountain-view room and a three-course dinner at Mint, the Local Grill. There is no limit to the amount of photographic entries submitted, so snap away for more chance to win.



For creative inspiration join the #CelebrateCapeTown Instawalk on 18 July, departing at 10:00 from the Taj Cape Town lobby (corner of Wale St and St Georges Mall). The 1 hour 30 minute guided walk will take you along the City Walk route, showcasing a varied landscape of inner city stories. The route will be a buzz of activity on the day, with various Mandela Day celebrations taking place, along with the City Saturdays planned activities.

The competition closing date is Friday, 21 August. For competition terms and conditions and more information, visit www.tajcapetown.co.za.