



Press Release – Silverstar – 15/02/2019

Silverstar - new venue for Berge & Dale cycling road race

The West Rand's favourite entertainment destination, [Silverstar](#) is proud to announce that it will be the new race venue (start and end points) for the Takealot Berge & Dale cycling road race. The 20th edition of this popular event in Krugersdorp, hosted by ASG Events, will be held on Saturday, 23 February 2109. This annual fixture on the cycling calendar attracts around 4 000 riders who have a choice of a 108km course or a 60km course.

Silverstar was thrilled to be approached by ASG Events last year to become the new start and finish venue partner for the Berge en Dale race: "Sporting events are very much a part of our offering at Silverstar," said Silverstar Events Manager, Nadia Godridge, "whether we are screening rugby and soccer matches on our outdoor screen or providing a start and finish venue.

"Our visitors are huge sports fans, particularly when it comes to home-grown sport, so the association with this cycle race echoes our shared passion for local sport."

With a big field of entry, the race organisers are confident that Silverstar is able to create a memorable atmosphere at the finish: "At Silverstar, gees [spirit] is our middle name and we are renowned for being a warm, welcoming and family-friendly option. The Square at Silverstar has been the bedrock of many happy family memories as the favourite entertainment destination on the West Rand."

Once the cycling is done riders and their supporters can revel in the electric atmosphere on The Square where they will be able to enjoy all the activities Silverstar offers regularly over weekends, including children's play areas, live music and [Silverstar's Local Market](#) , plus many food vendors and [restaurants](#) .

"Silverstar places great emphasis on entertainment for the whole family, no matter what age, and we have a wide range of facilities, from movies (<https://silverstarmovies.tsogosun.com/>) to the latest arcade games and fast-food outlets, to ensure our offering is wide-ranging and all inclusive."

ASG Chief Executive Officer, Erick Oosthuizen said they were excited about the new partnership and believed Silverstar would add massive value to the start and finish of the race. "The venue is built to host many people, which means they have the infrastructure for an occasion such as this," he said. "This includes sufficient refreshment facilities, secure parking, restaurants and, naturally, a casino if you're feeling lucky. In addition Silverstar is a well-known, well-respected and superbly maintained venue that will make the riders and families feel at home."