

New visionary lifestyle development Steyn City Properties appoints Grapevine

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Steyn City Properties, a visionary new lifestyle development in Johannesburg's Northern Suburbs, has appointed Grapevine to implement a PR/Communications campaign. The 2000-acre wooded parkland estate will be situated between William Nicol Drive and Cedar Road and will incorporate commercial, retail, residential and leisure nodes, including an 18-hole Nicklaus design golf course.

Due to the enormous scope of the project, Steyn City will become a key driver of job creation and upliftment in the neighbouring greater Diepsloot area. An on-site skills centre is already training and placing workers - 1 700 jobs have been created to date - and a much-needed school will be built. The upgrading of surrounding roads, in particular R511 William Nicol, is underway

Grapevine was appointed due to many years' experience in communicating the launch of prestigious developments such as the Pecanwood golf estate at Hartbeespoort Dam and Eye of Africa Golf and Residential estate.

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