



Ministry of Tourism, Arts,
Sports and Culture

Press Release

King Letsie III Unveils Pioneer Mall Heritage Wall

Maseru, Lesotho — June 21, 2024: Their Majesties King Letsie III and Queen 'Masenate led the official unveiling of the Pioneer Mall Heritage Wall, a significant new monument within the country's premier shopping centre in Maseru on Friday night.

The high-level event, attended by ministers, government officials, industry leaders, diplomats, and other distinguished guests, saw King Letsie III cut the ribbon to officially open the Pioneer Mall Heritage Wall to the public.

Answering the government's call for all Basotho to commemorate the bicentenary of the Basotho nation, Pioneer Mall has planned a series of monuments to be added to the shopping centre throughout the year to celebrate the nation's history and heritage. The concept for the wall was a collaborative effort involving public submissions, resulting in a visually appealing and informative artistic presentation. This installation showcases significant historical information spanning the two centuries since the Basotho nation's founding in the 1820s by King Moshoeshoe I.

During the unveiling, Mr. Sebehela Selepe, Chairman of Moruo Developments—the parent company of Pioneer Mall—highlighted the initiative as the first in a series aimed at ensuring the nation's milestone is properly celebrated.

"This Heritage Wall reflects our cultural wealth as a nation. For those visiting our kingdom, it will serve as a gateway to learn about our rich history and unique culture," said Mr Selepe.

He added that *"Moruo Developments aims to position Pioneer Mall not only as a leading centre for shopping and business but also as a hub for culture and innovation, especially for the younger generation."*

Following the ribbon cutting, His Majesty King Letsie III delivered the keynote address, praising the collaborative efforts of Moruo Developments and the Ministry of Tourism, Arts, Sports, and Culture in bringing this project to life.

"I commend Moruo Developments for their dedication to honouring our heritage and thank the Ministry of Tourism, Arts, Sports, and Culture for their support. Your combined efforts have created a legacy that will educate, inspire, and unite us all, not only during the bicentenary celebrations but for many years to come," said King Letsie III.

His Majesty further emphasized the impact of the Heritage Wall, noting that the 570,000 monthly visitors to Pioneer Mall will be able to engage with the rich history and heritage of the Basotho people.

Mr. Selepe then guided Their Majesties and other guests through the Heritage Wall, demonstrating its assembly and curated information, which highlights key historical moments, the cultural uniqueness of the Basotho, and the nation's monarchs.

In addition to the Heritage Wall, Pioneer Mall will continue to celebrate the 200 years of the Basotho nation by launching a permanent Pioneer Mall Art Gallery in August and hosting traditional Basotho games in September, among other events.

For more information, please contact Mr Seisa Tšhame: Moruo Developments Marketing Manager
Cell: +266 5165 1347 | Email: Marketing@pioneer.co.ls