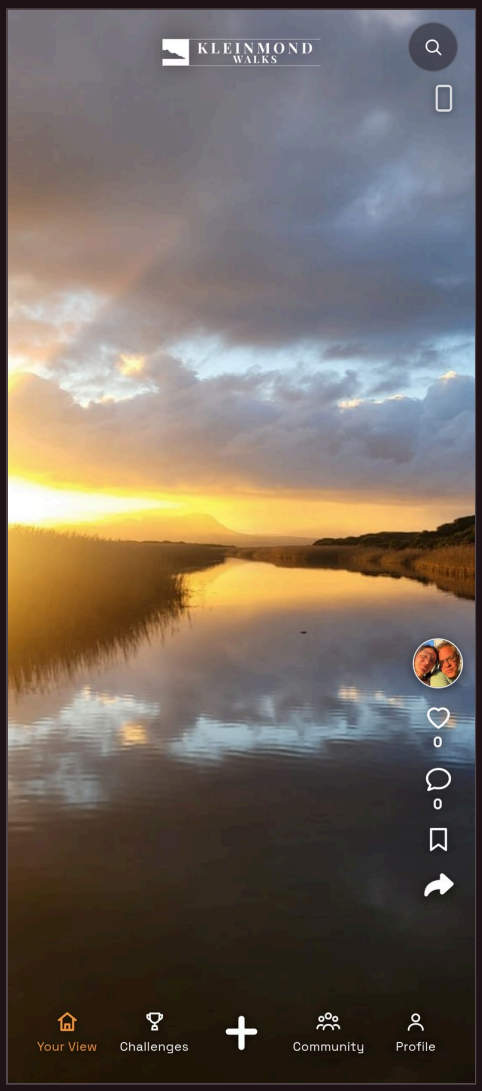
KLEINMOND WALKS

PRESS PACK

November 2026

# A photo feed of the Kleinmond coast, posted by the people who walk it.

Experiences worth sharing. Kleinmond · Overstrand · Western Cape — Rooi-Els to Arabella.





2 **The story**
Why a local gallery, and who is behind it.

3 **Inside the app**
A profile as a stranger sees it, and the facts behind a photograph.

4 **The town's businesses**
Places, the business network, and the register behind both.

5 **Websites we build**
The page a listing becomes, with the work on it.

6 **Republish**
A full A4 explainer, free to run.

7 **For the editor**
Four angles, what we can supply, what we need back.


Prepared for **Deon Brits**, Overstrand Herald


**kleinmondwalks.co.za**
eve@kleinmondwalks.co.za

THE STORY

# Everyone shares Kleinmond's photographs. The people who take them don't.

Kleinmond is photographed every day — the lagoon, the bridge, the ridge, the birds. Those photographs get reposted by pages, brands and travel accounts until the coast looks worth the drive. Almost nobody who shares one knows who took it, and the person who did is rarely named.

01

## What it is

A community photography gallery for Kleinmond and the Overstrand coast. Walkers post the photographs they take on their walks; the town sees what it saw this week. A weekly challenge gives the feed a theme — birds, fynbos, the early light on the mountain — and one vote per person picks the photograph of the week.

02

## Why it matters

The photographs that sell this coast are taken here, for free, and travel without a name attached. Kleinmond Walks keeps the photographer's name on the photograph, so a picture that gets reposted is still somebody's picture. Every upload is resized, compressed and stripped of its location before it publishes.

03

## Who is behind it

Petra Visser, who lives here, owns and runs it. It was built by 3archAI. Posting is free, and looking is free.

04

## How a photograph gets in

A reader signs in and posts straight from a phone. The app resizes the picture, compresses it and removes its location before it publishes, then the photograph sits in the feed and can go into that week's challenge.

05

## How it pays for itself

One card in ten in the feed can be a local business's paid card, marked Promoted. Everything else is free — posting, browsing, the challenges and the places.

### At a glance

WHERE

Kleinmond, Overstrand, Western Cape — the coast from Rooi-Els to Arabella

WHAT

A community photography gallery, on the web at kleinmondwalks.co.za

FOR

Anyone who walks here and photographs what they see

COST

Free to post, free to look

STATUS

Pre-launch. Behind a code until it opens.

PRESS

eve@kleinmondwalks.co.za

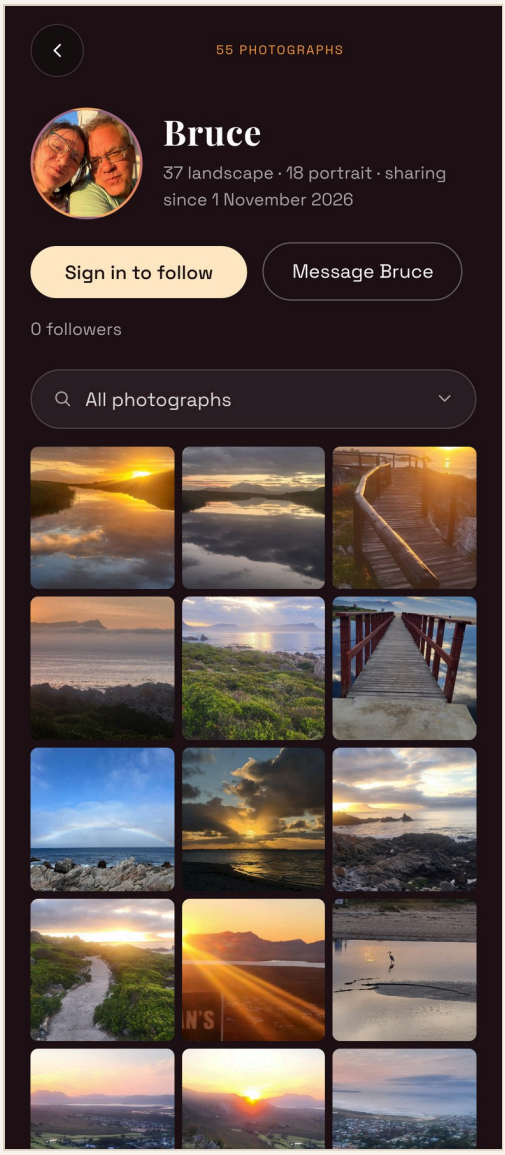
EXPERIENCES WORTH SHARING

## One coast. One photograph at a time.

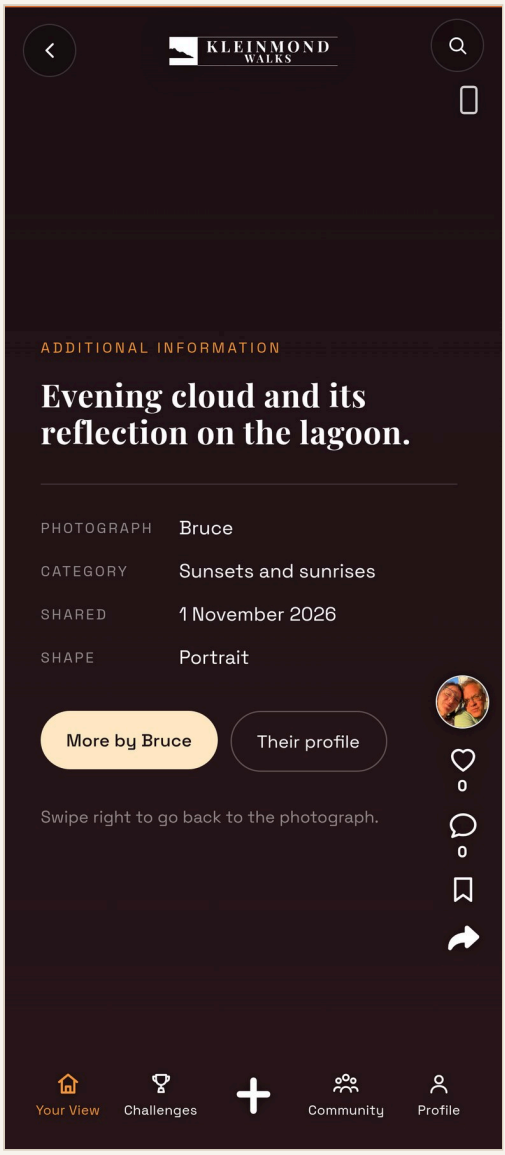
INSIDE THE APP

# What the town sees when it opens it.

No download and no app store: Kleinmond Walks opens in the browser on the phone that took the photograph.




**A profile, as a stranger sees it.** Bruce has shared 55 photographs here. A visitor gets the count, the mix of shapes and a way to follow — no editing, no sign-out, nothing private.




**The facts behind the picture.** Turn a photograph over and it says who took it, where it sits, when it was shared. The photographer's name is on the same sheet as the picture.

THE NAME STAYS ON IT

A photograph arrives resized and compressed, with its location removed before it is stored. The person who took it keeps their name on it, and that name travels with the picture when it is shared.

THE TOWN, NOT A FEED ELSEWHERE

A weekly challenge asks for one subject — birds, fynbos, the early light on the mountain — and the community votes once each. The same coast every week, seen by the people who walk it.

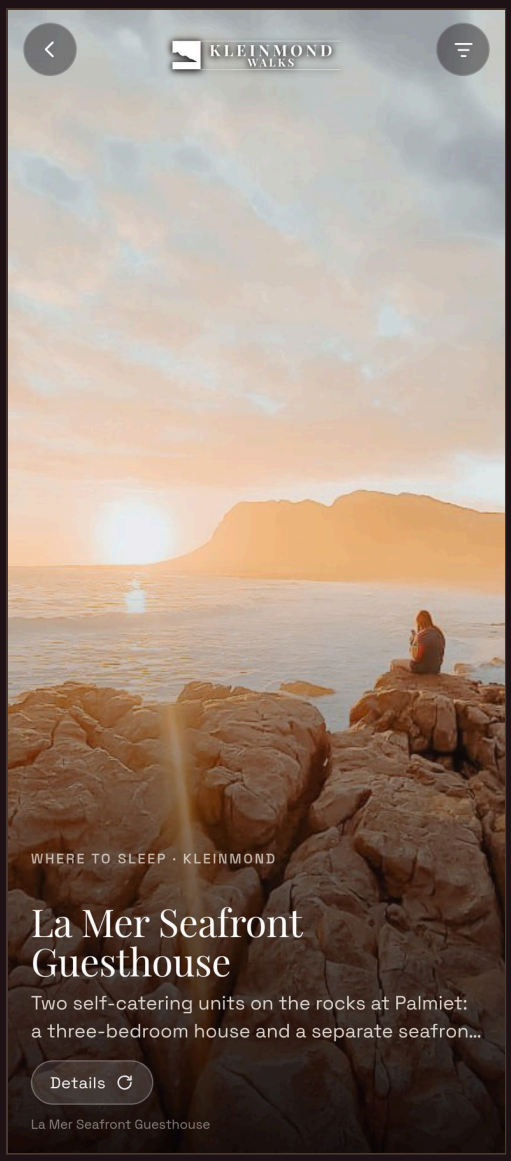
FREE TO POST, FREE TO LOOK

kleinmondwalks.co.za

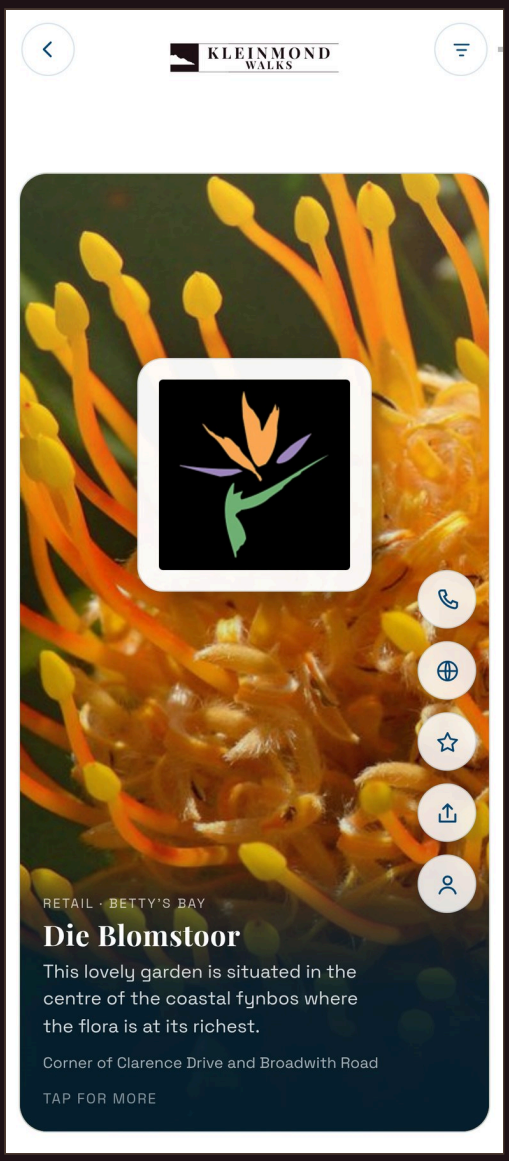
THE TOWN'S BUSINESSES

# Places, and the businesses that sit on them.

Two lists built from the town itself: the places worth walking to, and every business along the coast with a phone number — and a website where one exists.




**Places.** La Mer Seafront Guesthouse, Kleinmond — a card for somewhere worth walking to, with the credit at the foot of the photograph.




**The network.** Die Blomstoor, Betty's Bay — one of 463 businesses listed with its own mark, its trade and its town.

### A PLACE, NOT A PIN

Every place on the deck is its own card: what it is, where it is, and a photograph — the business's own picture, credited on the card, never a stock photograph passed off as the place.

### 463 BUSINESSES, 230 WITHOUT A SITE

Kleinmond, Betty's Bay, Pringle Bay, Rooi-Els and Arabella in one list. 230 of the 463 have no website at all — a phone number is where the listing used to stop.

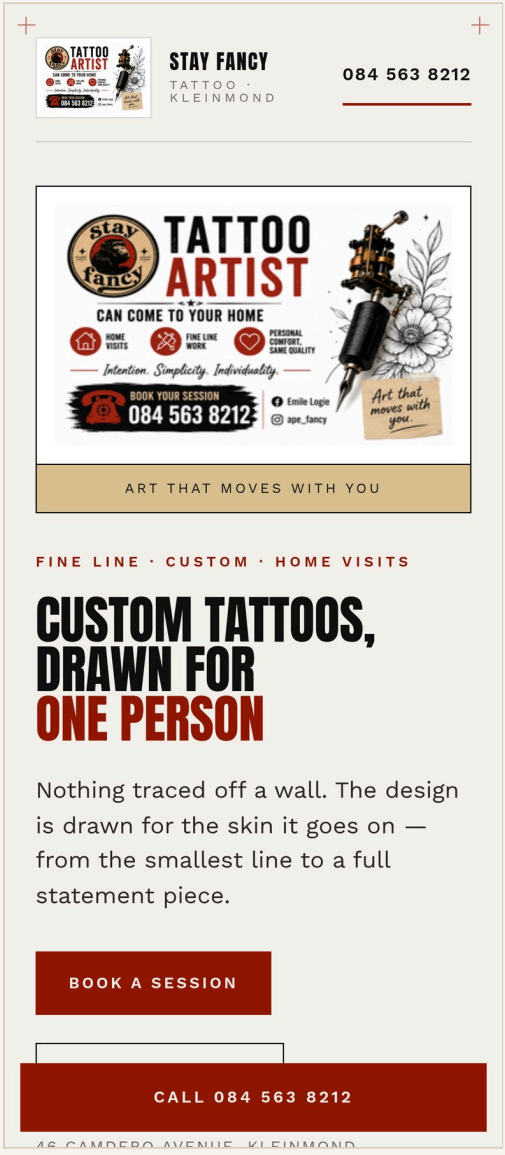
62 PLACES · 463 BUSINESSES

## One town, in one place.

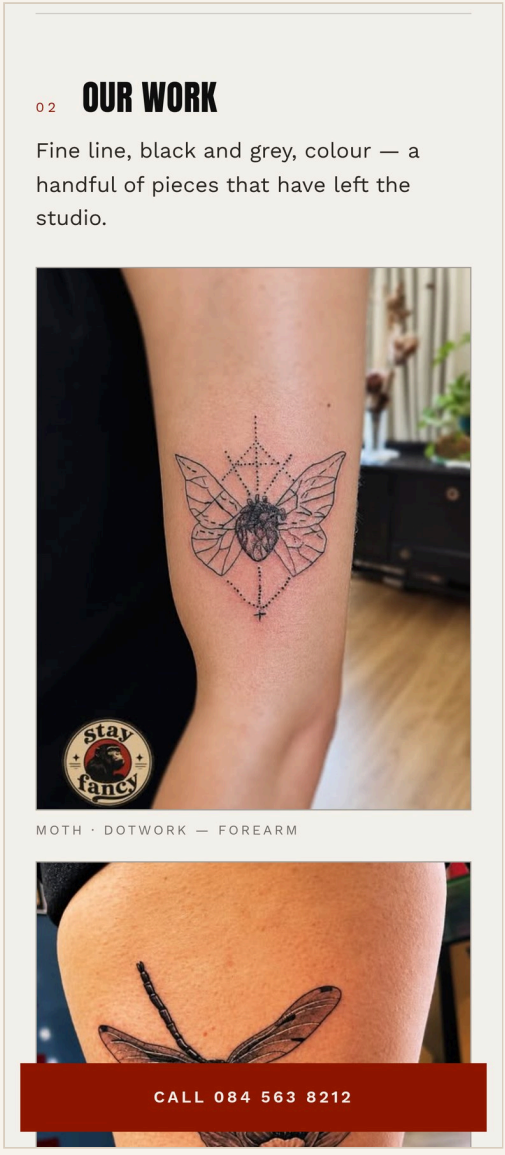
WEBSITES WE BUILD

# A phone number becomes a website.

Ape Fancy Tattoo (@ape_fancy), 46 Camdebo Avenue: listed on the network with nothing but a number, and now a site of its own — built from the listing, carrying the studio's work.




**The site.** Ape Fancy Tattoo — the studio's own card, its number, one line that says what it does. Preview build, not yet published.




**Its work.** The studio's own photographs, each captioned by piece and placement. Preview build, not yet published.

HOW A LISTING BECOMES A PAGE

An owner claims the listing and answers a short set of questions. The page is built from what we already hold — the name, the mark, the town, the phone number, the colours read out of the mark — so nothing is typed twice, and the business manages it from its own owner page.

WHAT IT DOES FOR THE TOWN

A business with no website ends up with one, and the directory starts linking somewhere instead of ending at a phone number. Listing is free. The page and the photographs on it are the business's own.

WHERE THE LIST USED TO STOP

## There is now a page.

## Republish this page

How a Kleinmond photograph travels — and where the person who took it ends up. A4, print-ready. May be republished as it stands, with credit to Kleinmond Walks.

KLEINMOND WALKS

A photo feed of the Kleinmond coast, posted by the people who walk it.

KLEINMOND · OVERSTRAND · WESTERN CAPE

# The circle keeps turning. The community keeps it beating.

Locals photograph the coast they walk every day. Everyone else repackages and shares those photographs, until Kleinmond looks worth the drive. Visitors arrive, take their own, and the circle turns again — **while the people who started it stay outside it.**



PHOTOGRAPHS FROM THE KLEINMOND WALKS FEED, POSTED BY THE PEOPLE WHO TOOK THEM

HOW A PHOTOGRAPH TRAVELS




**Someone who lives here started the circle.**

Kleinmond Walks keeps their name on the photograph.

KLEINMOND WALKS
KLEINMONDWALKS.CO.ZA

FOR THE EDITOR

# What the Herald can run

## 01 The photograph that travels

A picture of the lagoon is reposted by a dozen pages and leaves the photographer behind. Kleinmond Walks is an answer to that, built here. The explainer on page 6 runs as a full page.

## 02 A gallery the town fills

Launch story: what it is, how a reader posts a photograph, and what the first weekly challenge asks for. One screen, one sign-up.

## 03 The town's businesses, listed

463 businesses in one list, 230 of them with no website. Page 4 puts a place card beside the network; page 5 shows the site built from a listing — the strongest local-business angle in the pack.

## 04 Why a local started it

An interview with Petra Visser on what gets photographed here, what leaves the town, and why the name should stay on the picture.

### WE CAN SUPPLY

- Screens of the app, at print resolution
- The explainer on page 6, A4 at 300 dpi — greyscale on request
- A page built for a local business, shown beside its listing
- An interview with Petra Visser
- First access on the day the site opens

### WE NEED FROM YOU

- Which of the four you want to run, and by when
- Print or web, and the size you need it at
- A name and address for the credit line
- Any question you want answered before you write

| 463 | 230 | 26 | 62 |
|---|---|---|---|
| BUSINESSES ON THE NETWORK | WITH NO WEBSITE AT ALL | NAMED ROUTES WITHIN 12 KM | PLACES ON THE MAP |

Figures read from the site's own register on 16 November 2026.

**Eve O'Connell** — press, Kleinmond Walks
eve@kleinmondwalks.co.za · kleinmondwalks.co.za

**About Kleinmond Walks**

A community photography gallery for Kleinmond and the Overstrand coast, Rooi-Els to Arabella. One photograph at a time, shared by the people who walk it.