

Not an April Fool's joke: Hayibo lives!

By Mandy de Waal: @mandydewaal

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Satire-loving South Africans were heart-broken when Hayibo.com closed shop seven months ago. Well, there's bad news and good news in the offing. The bad news for foot-in-mouth politicians is they're back, and the good news for the rest of us that this is no April Fool's joke.



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Hordes of fans of the lampoon-loving site [Hayibo \(@Hayibo\)](#) went into national mourning on 1 September 2010, as news of the site's demise spread across Twitter to the clamour of much wailing, weeping and gnashing of teeth.

"We kept the site running just in case anyone wanted to buy anything from the shop," says Tom Eaton, one of this country's finest satirical writers and a co-founder of Hayibo. "Earlier in March our technical guru Steve Porter decided that enough was enough and he was going to close down the site and take it offline. He sent out one last email to a few people to whom we had been talking to say the site was closing and it was goodbye. One of them replied saying they'd like to talk."

The result of that talk is that Hayibo has found a satire saviour who will sponsor the site for an entire year. South Africa has [Cape Media](#) CEO Andrew Fehrsen to thank for breathing life back into Hayibo.

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- Hayibo: [MPs rushed to hospital as Hayibo returns...](#) *"Meanwhile the resurrection of Hayibo.com has been hailed by politicians from across the political spectrum, with ANC Youth League president Julius Malema saying he was delighted that his quotes would now be invented by genuine satirists rather than by journalists at The Star."*

ABOUT MANDY DE WAAL: @MANDYLDEWAAL

Editor, writer and researcher. *Editor of #TheFutureByDesign & The Africa Annual *Published in Africa's Greatest Entrepreneurs *Published in Rolling Stone Magazine, The Guardian (UK), Daily Maverick, Finweek, Mail & Guardian, City Press, Rapport, Moneyweb, Noseweek, Brainstorm Magazine, ITWeb, and MarkLives. *Before becoming a full time writer, de Waal founded brand agency Idea Engineers, and led the Cape Town office of Text 100.

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