

MTN Kampala Marathon 2012 raises UShs. 300 million

The MTN Kampala Marathon 2012 which took place on Sunday, 25 November brought together participants from both Uganda and a number of neighbouring countries. An amount of over UShs. 300 million was collected and together with the Uganda Red Cross, we will ensure the monies reach the most deserving people of Bududa



The MTN Kampala Marathon continues to be a platform for Ugandan athletes as it provides them with a training opportunity to propel them to international sporting status. Some of the runners that have participated in the MTN Kampala Marathon over the years include Dorcas Inzikuru, winner of the 2006 Commonwealth Games inaugural World title in women's 3000 metres steeplechase race. She was also part of Uganda's London Olympics 2012 team. Moses Kipsiro, another ardent MTN Kampala Marathon participant has won number of regional and international athletic awards and also represented Uganda in this year's Olympics. This year's Olympic gold medalist in the marathon category, Stephen Kiprotich, has also previously participated in the MTN Kampala Marathon.

The MTN Kampala Marathon 2012 attracted 18 285 runners that came together in the biggest sporting and social Uganda event of the year. It's arguably one of the biggest Marathon races on the continent. The runners included 150 corporate teams that entered the Corporate Challenge in a quest to be the best.

Funds raised

"We have collected a total of over UShs. 300 million and together with our partner, the Uganda Red Cross we will ensure the monies reach the most deserving people of Bududa. This year's theme, "Run with your Heart" was certainly befitting as the proceeds will be used to take clean and safe water to the people of Bududa," said Ernst Fonternel, MTN Uganda's chief marketing officer.

"Over the last three weeks, MTN Uganda Social Media fans also assisted us in filling their "MTN Fan's marathon Bag" as a donation to the people of Bududa. In line with "Every mile brings a smile", MTN ran a campaign on social media, including Facebook and Twitter, tagged 'Every like brings a smile'.

For every fan that liked our Facebook page and everyone who joined our Twitter page, we contributed US\$ 100 into the "Fan's marathon Bag". At the end of Sunday, 25th November 2012, we had a total of 71 200 Facebook fans and 5 405 Twitter fans giving us a total of 76 605 fans. The "Fan's marathon Bag" raised a whopping UShs. 7 660 500 for the people of Bududa. Thank you all for supporting the good cause of taking Water to Bududa," added Fonternel.

Over the last two years Bududa has experienced two devastating landslides that have resulted in the loss of many lives. As a result, the survivors of this natural disaster continue to be resettled in areas around the

country such as Kiryandongo District.

"We would like to thank our sponsors - the Vision Group, Huawei and Rwenzori as well as our other partners Red Cross, Pinnacle Security, Uganda Athletics Federation and the Uganda Police for their support in making this year's MTN Kampala Marathon a great success. I also commend all the corporate companies and individual runners that answered the call to participate in this noble cause," said the MTN Uganda CEC Mazen Mroué.

Driving the national development of Uganda

Mroué reiterated that MTN Uganda is committed to partnerships with both the public and private sector to continue driving the national development of Uganda.

This year's collections of over UShs. 300 million show a marked increase from last year's Marathon that raised UShs. 230 million. Last year's proceeds assisted in the provision of clean and safe water for over 10 000 people in Amuria. The Amuria water project was recently commissioned in Willa Sub County in Amuria District, part of the Teso Sub Region. As part of the commissioning MTN handed over a number of water facilities to the community that included 6 boreholes, 24 rain water jars, 5 ferro cement tanks and 50 Bio sand filters.

Mroué said that MTN Uganda is committed to changing the lives of Ugandans in the less privileged and marginalised communities through its various corporate social responsibility initiatives and commended everyone who participated in the MTN Kampala Marathon 2012.

The MTN Kampala Marathon, an annual event in its 9th year of existence has attracted over 120 000 entrants to date from local and international spheres. Since inception, the MTN Kampala Marathon has raised almost UShs. 1 billion to help people in less privileged parts of the country.

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