



# T-MARC TANZANIA

Tanzania Marketing and Communications

Serving Communities, Improving Lives

## NEWS RELEASE

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### **T-MARC Tanzania Inaugurates New Office Building and Warehouse**

- Inauguration of the T-MARC headquarters is an important milestone in the organization's history—symbolizing its path toward self-sufficiency and sustainability.
  - T-MARC is celebrating its 9 year anniversary as a local organization, fully governed and managed by Tanzanians.
  - T-MARC Tanzania is one of Tanzania's premier social marketing and behavior change communication organizations.
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**Dar es Salaam, April 1, 2016** – One of the country's largest, locally managed non-governmental organizations working in health and development—T-MARC Tanzania made major strides today by inaugurating its new office building and warehouse and celebrating its 9<sup>th</sup> anniversary. The inauguration of the T-MARC headquarters is an important milestone in the organization's history—symbolizing its journey toward self-sufficiency and sustainability.

The Deputy Minister of Health, Dr. Hamisi Kigwangalla, attended the inauguration ceremony as the official guest of honor, acknowledging T-MARC's contribution to improving health outcomes: "T-MARC has been a long-time partner and active collaborator to the Ministry of Health, Community Development, Gender, Elderly and Children as well as many other local partners—and has repeatedly demonstrated its commitment to improving access to health information, education, and essential health products and services."

At the inauguration ceremony, T-MARC's Managing Director, Ms. Diana Kisaka, shared the history of T-MARC's evolution. In 2004 T-MARC started as a project supported by the United States Agency for International Development and then in 2007 T-MARC was registered as a local organization, transitioning to full Tanzanian governance and management. T-MARC Tanzania has been managing three social marketing brands: Dume male condom, Lady Pepeta female condom, and Flexi P combined oral contraceptives since 2005 to date with support from the United States Agency for International Development (USAID)

The Deputy Minister also commented on T-MARC's perseverance as a successful organization: "T-MARC has demonstrated its ability to evolve as market characteristics and competition change, as client needs shift, and health priorities transition to new areas or models of implementation. We are proud of the many achievements of T-MARC Tanzania in its relatively short lifespan—and we are confident that there will be many more successful years of collaboration and partnership."

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### **About T-MARC Tanzania**

Committed to serving the health needs of Tanzania's underserved and most vulnerable populations, T-MARC Tanzania is a fully independent and locally managed non-governmental organization (NGO) specializing in social marketing and behavior change communication. Proud of its status as one of Tanzania's largest NGOs, governed and managed solely by Tanzanians, T-MARC Tanzania employs bold and dynamic approaches to expanding access to health products as well as informing and changing health behaviors. T-MARC Tanzania works on a wide range of health-related issues, including HIV/AIDS, reproductive health and family planning, cervical cancer, malaria, nutrition, water and sanitation, gender-based violence, menstrual hygiene and girls' empowerment.

#### Contact:

Diana Monica Kisaka  
Managing Director  
T-MARC Tanzania  
Plot No. 215/217 Block D, Kuringa Drive, Tegeta  
P.O Box 63266, Dar es Salaam.  
Tel: +255 22 2650747 / 2650748 / 2650749  
Mobile: +255 758 029 001  
<http://www.tmarc.or.tz>