



## PRESS RELEASE FOR IMMEDIATE RELEASE

### **Big Prizes To Winners of the Dume Football Cup Mara, Tanzania, June 21<sup>st</sup> 2011**

Tanzania Marketing and Communications (T-MARC Tanzania) is offering cash prizes to winners of the Dume Football Cup which kicks off on 22 June 2011 in Mara ( Musoma and Tarime), Tabora ( Tabora urban and Nzega) and Ruvuma ( Songea).

The objective of the Dume Cup is to enhance knowledge on HIV/AIDS prevention, with emphasis on the importance of correct and consistent use of condoms. "Given the popularity of football in the country, T-MARC is using the Dume Cup as a platform to educate and encourage people to safeguard themselves against HIV infection as well as to bring different groups together for fun, friendship and fitness as a way of positively using their free time" says Halima Mwinyi, T-MARC's senior program manager.

Highlights of activities during the Dume Cup include HIV prevention education, educational skits, music (by local artists) and games that will be played by participating crowds before the matches, during half time and after the matches. T-MARC will also show cinema after the matches.

The Dume Cup expects to mobilise large-scale community participation and the support of local leaders and stakeholders to ensure that the communities reached are properly educated and sensitised about HIV prevention and the importance of correct and consistent use of condoms.

The Tanzania Football Federation and Tanzania Referees Association are lending their support and ensuring high-quality play by scheduling and refereeing the Cup's playoffs.

The Dume Cup is supported by the American people as part of the US President's Emergency Plan for AIDS Relief (PEPFAR) through the United States Agency for International Development (USAID)

T-MARC Tanzania is an independent, Tanzanian-led and controlled non governmental organisation (NGO) dedicated to improving the health status of Tanzanian families. T-MARC employs a dynamic approach, bringing together public and private stakeholders in order to develop and expand consumer markets for a broad range of health products and promote behaviour change that will improve public health. These products and campaigns contribute to a demonstrable health impact in the areas of HIV/AIDS, reproductive health, child survival, infectious diseases and malaria and are specifically targeted at vulnerable, at-risk and low-income audiences.

**For more information please contact**

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