



Pupils of MAKD Nursery and Primary School during Toto Christmas Festival activation

Children gear up for Toto Festival

By Jackie Nalubwama

Vision Group's ninth edition of the Toto Christmas Festival is in the offing at Kampala Parents' School's playground. Slated for December 7, Toto magazine editor Grace Nampiima describes the event as "a day filled with fun for the children and their parents."

The excitement is tangible, gauging from children's smiling faces, full of glee at the prospect of attending the festival during their holidays.

At Little Muheji Primary School in Nansana municipality, for example, the atmosphere was charged with excitement when the children saw the Toto team arriving.

"We carry out these activations to make the children aware of the festival that happens during the third term holidays," Nampiima explained.

For this endeavour, Vision Group has teamed up with a number of sponsors, who include: Indomie Instant Noodles Uganda, Pepsi, Toyota Uganda and the Ruparelia Group.

Each sponsor has generously supported the festival, starting with Ruparelia Group, which has offered spacious grounds at Kampala Parents' School to host the event.

Daphine Kato, the Kampala Parents' School principal, beckoned children to come to the festival.

"Children love to play in a spacious area. So, this year, all roads should lead to Kampala Parents' School for the Toto Christmas Festival because our environment is the best. We have a swimming pool, greenery and good facilities. The place is also secure," Kato said.

Toyota Uganda has given the children the opportunity to participate in the 19th Toyota Dream Car Art Contest. Children are invited to join the contest by drawing their dream car and sending it to Toyota Uganda, where they will win a fat cash prize of \$5,000 (about sh18m).

Toyota Uganda's marketing and events coordinator, Patricia Cathy Tusuubira, emphasised the company's commitment to supporting young children through the global art contest, which started in 2004.

She said the competition allows children to draw their wildest dreams; for instance, "a car that could give hugs."

Pepsi will bring the children a variety of sodas to quench their thirst. Allan Namanya, the marketing and digital executive of Indomie Instant Noodles, is preparing to delight consumers at the upcoming 2025 Toto Christmas Festival.

At only sh10,000 for children and free entry for parents, the Toto Christmas Festival will be fun-packed with bouncing castles, swimming and talent search.