

# SCHOOLS SET FOR TOTO CHRISTMAS FESTIVAL

By Jackie Nalubwama

The Toto Christmas Festival is a festival fit for children. Organised by Vision Group, the event is a celebration of childhood: fun, play and laughter.

As Lorraine Tukahirwa, the company's head of marketing and communication, succinctly put it: "Every year, the Toto Christmas Festival reminds us what pure joy looks like. It's laughter, energy and the fun in seeing children express themselves."

Well, it is the energy and laughter that the Toto activation team tapped into when it visited St John Junior School at Kitintale in Kampala. The team lead and *Toto* magazine editor, Grace Nampiima, explained that the activations are meant to build awareness about the festival and invite children to attend it.

"We are preparing a Christmas party for you. Tell your daddy and mummy to bring you to the Toto Christmas Festival on December 7 at Kampala Parents School playground," Nampiima said, and the children



PHOTO BY MARIA WAMALA

**Nampiima (right) distributing copies of 'Toto' magazine to pupils of St John Junior School in Kitintale, Kampala during a Toto Christmas Festival activation at the school on Thursday**

shouted with glee. The team handed them colourful flyers with details of the festival, which they asked them to give to their parents.

To pull off the event, Vision Group has teamed up with sponsors, who

include: Pepsi, Toyota Uganda, Indomie Instant Noodles, Ruparelia Group and SUMZ.

All the sponsors have one underlying thread that weaves them together with Vision Group: their commitment to

children. Owing to this commitment, the sponsors have generously contributed to the festival's success.

Indomie Instant Noodles, for instance, has been moving around schools with the Toto team, giving

children noodles and will also be present at the festival.

Toyota Uganda has given the little ones a chance to participate in a global competition, where the winner gets \$5,000 (about sh18m), the runners-up get \$3,000 (sh9.8m) and their schools will win \$10,000 (sh36m).

Pepsi will also be at the festival to provide children with their favourite soft drink and its varieties (Mirinda Fruity and Apple, Mountain Dew as well as 7Up).

The Ruparelia Group has also generously provided a safe space for the festival at Kampala Parents School playground.

## TASTY SNACKS

SUMZ, which makes tasty snacks such as potato and plantain (*gonja*) crisps, groundnuts and *baggia*, among others, will also be at the festival with its array of goodies.

At an affordable entrance fee of sh10,000 for children, with free entry for parents, the little ones will have a field day of fun at Kampala Parents School playground on Sunday (December 7).