

By Jackie Nalubwama

Award-winning writer and parenting coach Catherine Nakalanzi Ruhweza, popularly known as Mama Tendo, will be at this year's Toto Festival to share parenting tips, especially on how to best guide Gen Zs and Generation Alpha.

The two generations have proven problematic for parents, especially those of the working class. Gen Z is the generation born between 1997 and 2012, and Generation Alphas were born between 2012 and 2024.

"I will be able to interact with parents and share tips on how they can best relate with their children this holiday. We shall have candid conversations with parents about the various challenges they face and find solutions," she said.

It is only a few days away: on Sunday, December 7, at the Kampala Parents School playground, where children will have a fun time in a

Mama Tendo to offer parenting tips at Toto Festival

PHOTOS BY MIRIAM NAMUTEBI

secure location.

GOOD FOR CHILDREN

Vision Group head of marketing and communication Lorraine Tukahirwa said the children's festival is one of the company's most cherished events.

"Every year, the Toto Christmas Festival reminds us what pure joy looks like. It's laughter, energy and the fun in seeing children freely express themselves," she said.

A children's expert, Estella Kabagaya of Mama Children's Village, echoed Tukahirwa's comments on the importance of a family enjoying a fun time together.

Oliver Nambi, a teacher at City Parents School, weighed in, saying children's events, such as the Toto Christmas Festival, allow them and parents to bond. She said the festival



Pupils of Ocean Fields Preparatory School holding Toto Christmas Festival flyers during an activation activity at the school on Friday

allows children to unwind and have a good time together.

Kabagaya, in support of children's festivals, said they offer powerful development benefits.

"Children strengthen their social skills as they meet new friends, learn to share space, experience music, art and culture. They develop confidence as they explore new environments.



Mama Tendo

Families, too, rediscover traditions, joy and togetherness."

The festival is organised by Vision Group, in conjunction with Ruparelia Group, SUMZ, Indomie Instant Noodles, Toyota Uganda, Pepsi and National Identification and Registration Authority.

At an affordable fee of sh10,000 for children, with free entrance for parents, the whole family will have a field day of fun at Kampala Parents School playground.