

The POLISI JAMII CUP 2023 Tournament Kickoff - A Collaboration between Tanzania Traffic Police and SBL's INAWEZEKANA Campaign



Dar es salaam, Tanzania - 14/10/2023. It is with great excitement that Serengeti Breweries Limited (SBL) announces the official commencement of the INAWEZEKANA campaign through USALAMA BARABARANI POLISI JAMII CUP 2023 tournament, a dynamic partnership between Tanzania Traffic Police and Serengeti Breweries Limited's flagship brand, Serengeti Premium Lager. This event marks a significant step in SBL's continuous commitment to promote responsible drinking and road safety within our community, building upon the foundation laid by the successful 'INAWEZEKANA' campaign launched recently by SBL

The USALAMA BARABARANI POLISI JAMII CUP, known for its dedication to the motorcycle riding community, provides an ideal platform to reach an integral segment of our society. Serengeti Breweries Limited is proud to join forces with the Traffic Police of Tanzania to promote responsible drinking and road safety. This partnership is designed to engage motorcycle riders and enthusiasts at all levels of the tournament, spanning from ward divisions to the national stage.