



## Joint Press Release

Attention: News Editor

Thursday 11th, July 2024

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For Immediate Release

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### NBC BANK UNVEILS MARATHON KITS AND ANNOUNCE PARTNERSHIP WITH SBL

#### NBC DODOMA MARATHON 2024

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**Dar es Salaam, Thursday 11 th July 2024** – NBC Bank Unveils its fifth season kits and announces Serengeti Breweries Limited as a key partners for the NBC Dodoma Marathon, scheduled for Sunday, 28th July 2024. The NBC Dodoma Marathon is an annual fundraising event organized by the bank to support maternal health initiatives. Now in its fifth edition, the NBC Dodoma Marathon is expected to draw over 8,000 runners and aims to raise significant funds to support the fight against cervical cancer, provide midwifery scholarships, and promote healthy lifestyles.

During the kits unveil session the bank patnerd with the season sponsors and patners including Serengeti Breweries who are the new announced patners to showcase a variety of six colored jerseys in different sizes and style to fit all runners. The kits are said to be of the best quality to allow the runners a breathable journey as they complete their various routes of choice, thus 5km,10km,21km and 42km run. Runners are encouraged to quickly register through the [www.events.nbc.co.tz](http://www.events.nbc.co.tz) portal to quickly secure their kits and have them picked from various collection centers that will soon be announced.

As the bank familiarized their new 2024 kits edition in style they also introduced their main entertainment patner, Serengeti Breweries Limited (SBL), through its mainstream spirit Brand **Captain morgan**. SBL was named this year's main entertainment patner, This follows an official signing of a memorandum of understanding (MOU) with the NBC Bank, enhancing the marathon experience for all attendees. Including exclusive bar activations featuring the lively Captain Morgan Gold Brand that will take place both in Dar es salaam and Dodoma, elevating the events energy and enjoyment.

According to SBL, Captain Morgan's sponsorship of the marathon embodies its spirit of adventure and boldness. The brand encourages participants to live boldly and celebrate their achievements, mirroring the dedication of marathoners. Hence, via this partnership, this spirit brand targets to creat a fun and unified setting, aligning with Captain Morgan's identity as a brand of adventure, quality, and spirited experiences.

*"We are thrilled to partner with NBC for the NBC Dodoma Marathon 2024. Our participation underscores our commitment to providing exceptional experiences and celebrating together with the community, and of course our Captain Morgan brand is poised to maximize that experience at the end of the finish line after*

the completion of the marathon', said Henry Esiaba Marketing and Innovations Director of Serengeti Breweries Limited (SBL).

Speaking at the announcement event, NBC Bank managing director, Theobald Sabi highlighted the critical role of collaboration and partnerships in building sustainable communities.

*"We are happy to welcome Serengeti Breweries Limited (SBL), a distinguished and like-minded partner, to this noble cause. At NBC Bank, we firmly believe that collective efforts are essential to addressing the challenges our communities face. By leveraging diverse skills and resources, we can amplify our impact and extend our reach. It is gratifying that SBL apart from being a drinks partner shares similar sentiments and is ready to bring excitement and enjoyment as we collectively support the cause. We take pride in uniting with all like-minded partners to empower our communities through joint efforts."*

The NBC Dodoma Marathon stands as a testament to the power of partnerships in advancing corporate citizenship and improving community health. Both NBC Bank and Serengeti Breweries Limited are committed to this unforgettable event, combining the excitement of the race with top-notch entertainment and celebratory experiences, ultimately bringing people together in the spirit of fun and community.

NBC Dodoma Marathon is also sponsored by Sanlam Insurance, Vodacom Tanzania, Jubilee Allianz, Serengeti Breweries, Garda world security, Strategis Insurance, Redcross, Precision Air, Metropolitan Life Insurance, Britam Insurance, Tembo Kabanga Nickel.

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#### About NBC Bank

NBC Bank is a leading financial institution in Tanzania, offering a comprehensive range of banking services to individuals, businesses, and corporations. With a rich history and a strong commitment to community development, NBC Bank is dedicated to fostering economic growth and improving the quality of life for Tanzanians. Through innovative financial solutions and strategic partnerships, NBC Bank continues to drive progress and support various initiatives that promote health, education, and sustainable development across the nation.

#### About Serengeti Breweries:

Incorporated in 1988 as Associated Breweries, SBL is the second largest beer company in Tanzania, with its beer brands accounting for over 25% of the market by volume. SBL has three operating plants in Dar es Salaam, Mwanza and Moshi. Since the creation of SBL in 2002, the business has grown its portfolio of brands year on year. The majority stake acquisition by EABL/Diageo in 2010 has seen increased investment in international quality standards leading to greater job opportunities for the people of Tanzania.

SBL Brands have been receiving multiple international awards including Serengeti Premium Lager, Serengeti Lite, Pilsner Lager, Kibo Gold, Guinness stout and Senator. The company is also home to world renowned spirits such as Johnnie Walker Whisky, Smirnoff Vodka, Gordon Gin, Captain Morgan Rum and Baileys Irish Cream.