

## **SBL Launches SMASHED Program in Mwanza to Tackle Underage Drinking**



**Mwanza.** Serengeti Breweries Limited (SBL) has launched its underage drinking Campaign dubbed SMASHED in Mwanza, reinforcing its commitment to tackling underage drinking through education. The launch event at Mkolani Secondary School brought together government officials, education leaders, and corporate stakeholders.

Officiating the event, Hon. Said Mohamed Mtanda, Regional Commissioner of Mwanza, praised the initiative, stating: "Underage drinking affects not only individuals but entire communities. The SMASHED program is a vital step in educating and empowering our youth to make responsible choices. I commend SBL for this important initiative that aligns with our efforts to protect and uplift young Tanzanians."

"Since its inception in 2021, SMASHED has reached over 30,000 students across Dar es Salaam, Tanga, and Kilimanjaro. Today, we are proud to expand this initiative to Mwanza, ensuring more young people have access to the critical knowledge needed to make healthier life choices," Said, SBL Managing Director, Obinna Anyalebechi. He further emphasized SBL's goal to continue rolling out the program nationwide, reaching more schools and communities to create lasting change.

SMASHED began as a global initiative aimed at tackling underage drinking through interactive, theatre-based education. Delivered in partnership with schools, local governments, and youth-focused organizations, the program equips students with real-life skills and awareness of the consequences of alcohol misuse. Through its Spirit of Progress, SBL remains committed to strengthening sustainable communities by empowering young adults nationwide through responsible drinking habits and building a healthier future for Tanzania.

The End.