

MEDIA RELEASE

Tanga Cement Continues its Kilimanjaro Marathon Sponsorship

Dar es Salaam – February 28, 2007 - Tanga Cement Limited, the country's leading cement producer, is participating again in the upcoming Kilimanjaro marathon to be held on Sunday 4 March 2007 in Moshi.

This is the fourth consecutive year that Tanga Cement has co-sponsored the annual marathon event held in Moshi, Tanzania. The event attracts athletes from around the world and has become a popular race for professional long distance runners.

"It has been a pleasure to see the growth of this event," commented Tanga Cement's Corporate Communications Manager, Ms. Kati Kerenge. The Kilimarathon event started off small with few sponsors.

As a gold sponsor the company will provide water and sponging points along the route, whereby runners can cool down and quench their thirst with fresh water. The Gold Sponsorship is about USD 5,000. This is a sports event that brings the Moshi Town to life every year. It brings people together and for a country like Tanzania where a sports event such as this is a rarity, the Kilimarathon event needs all the support it can get.

"Participating in the Kilimarathon isn't only about the races, it is also about supporting local communities in their development activities. With the event growing, Moshi has been receiving more tourists and visitors with each passing event. Naturally, the spending of these visitors is good for the local economy. Secondly, it is also good for the exposure of the region and its peoples." added Ms. Kerenge.

Apart from sponsoring the annual marathon, the Tanga Cement Staff will participate in various races associated with the event. We have 8 staff members who will be participating in different races.

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