



MEDIA RELEASE

Kampala, Uganda
22nd August, 2013

6th BAYIMBA INTERNATIONAL FESTIVAL COMING UP!

2013 Bayimba International Festival in partnership with Nile Breweries Ltd

This year 2013 promises to be a very unique one for us. We are delighted to announce that we have added Nile Breweries Ltd under (SABMiller flagship) unto our ever growing list of supporters. Nile breweries under the Brand name Club beer has pledged to sponsor the technical budget for this year's festival. We are very grateful towards Nile breweries Ltd for this wonderful gesture.

Nile Breweries Ltd is the No. 1 provider of locally produced beer in Uganda. Nile Breweries is committed to superior marketing and brand building. The company is committed to developing local brands with growth potential, by developing new brands, and by introducing international brands into local markets – it is these values that we find similar to the Bayimba model of achieving our goals and the reason Bayimba and Nile Breweries have chosen to work together.

While Nile breweries are the number one producer of local beers in Uganda, Bayimba International Festival is the number one arts festival in Uganda while it is ranked among the top ten festivals in Africa. We believe that this new partnership will be mutually beneficial to both brands in terms of not only tapping into new audiences but also in terms of strategic brand positioning.

Snapshot of the 6th Bayimba International Festival programme

With this the support of Nile Breweries Ltd, this year's festival promises a captivating line up of music, dance and artistic talent. This year's festival – that will take place from the 20th to 22nd September 2013 at the premises of the National Theatre in the city centre of Kampala, Uganda – will feature over 300 artists, over 60 performances, 36 hours of productions and performances during the three days and will be accompanied by delicious cuisines, beverages, art exhibitions, film, fashion and the ever popular Silent Disco. Despite this, the entrance fee is still set at 1,000 UGX only.

Local acts that will be showcasing this year will include: The Uneven Band (Kampala), Idi Masaba (Mbale), Janzi Band (Kampala), Myko Ouma (Kampala), Coco Finger (Kampala), 12 Keys



Band (Mbarara), Bila Wa Movement (Gulu), Okello Lawrence (Kampala), Herbert Kinobe (Uganda/US) and Bobi Wine (Kampala).

International acts that will grace the stage this year will include: Mani Martin (Kigali, Rwanda), Shazi Kool (Bujumbura, Burundi), Leo Mkanyia (Dar es Salaam, Tanzania) and Ante Neo Soul (Nairobi, Kenya) from East Africa. From other parts of the world, we bring you Kouyate and Neeman (Paris, France), Nehoreka (Harare, Zimbabwe), KayGizm (Johannesburg, South Africa), Maria Bragança (Belo Horizonte, Brazil) and Mr. Poa (DR Congo).

Other acts on the programme include Dan Mugula, Margaret Nakibuka, Salongo Sebuguzi, all from the Kadongo Kamu genre, while Kaya Kagimu and Aloysious Matovu Joy will treat us with their theatre productions. Yuttah Konvikts, Tabu Flo, Spirit of Uganda, Sesolya Dance Company, Kristina Johnstone are this year's programmed dance productions while Open Mic Uganda and Lantern Meet of Poets will represent poetry. We will furthermore have some interesting art and documentary films with debates and discussions on the role and future for the arts in Uganda on our programme.

You can access our full festival programme through our [website](#) or by liking our Bayimba International Festival [Facebook page](#).

About the Bayimba International Festival of the Arts

Bayimba Cultural Foundation takes credit for having established the Bayimba International Festival of the Arts that is annually held in Kampala during the 3rd week of September. The Festival is Uganda's number one multi-arts festival, which is fast gaining a reputation well beyond the borders of Uganda.

During the past years, the festival has developed into an important benchmark for the consumption of Uganda's finest arts, presenting Ugandans and visitors with a series of unparalleled feasts of music, dance, theatre, film, and visual arts from renowned and upcoming local and international artists.

We also take pride for having reached out to audiences across the country with our one-day Bayimba Regional Festivals and other activities in seven regions in Uganda. Our seasonal activities now reach as far as Jinja, Gulu, Mbarara, Mbale, Arua, and Moroto.

We are proud to be registering an increase in the number of artists participating, local and international alike. We are also proud of our audience growth from a mere 100 people in 2008 to record numbers of over 50,000 in 2012 and an average of 3,000 people attending our festivals in the regions.



A warm thanks to our supporters

Our successes would not have been possible without the support of the artists, the media, our audiences, our sponsors, our funders and our partners. Special thanks to all the people that have supported this initiative so far, not the least a dedicated Bayimba team. Thanks also to our principal funders (DOEN Foundation, HIVOS, CKU, Mimeta, British Council), our supporting partners (Norwegian Embassy, Alliance Francaise, Goethe Zentrum/UGCS, African Music Festival Network (AMFN), KZN-Music Imbizo) and our various cultural partners (including Uganda National Cultural Centre, 32° East | Uganda Arts Trust, The HUB Kampala, Maisha Film Lab, Amakula Cultural Foundation, Many Cultural Foundation, Youth Alive Uganda). We also make special recognition to private sector companies that have supported us along the way, such as Turbo Rayz Entertainment, Pinnacle Security, Air Uganda as well as Club Beer, Rwenzori water, Jomayi, Renewills Tours and Travels, Darling Uganda, G-Spot Salon, Definition Africa, Istanbul Restaurant and Banana Boat. And not forgetting our media partners: NBS TV, NTV Uganda, WBS TV, UBC TV, Record TV, TV Afrika, Radio One, Akaboozi Kubbiri, Galaxy FM, Radio Sapientia, Ssuubi FM, CBS FM, Early Life Radio, Tropical FM, Metro FM, Radio Simba, KFM, Bob FM, Koona Dance, Access Kla, Hipipo.com, Big Eye, The Workzine, Proggie.ug, Guide-2-Uganda, Music Uganda, 043 Entertainment, The Heat Magazine, The Campus Times, Kampala Night Live, Xclusive.ug, Inkampala, The Notice, The Red Pepper, The Sunrise, Empazi Magazine, Eddoboozi Publications, The Daily Monitor, The Observer and Arts 256 Magazine.

We look forward to seeing you at this year's festival from 20th to 22nd September, 2013 at the National Theatre Kampala, Uganda!

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