



Press Release

To: All Media

Date: 07/12/2012

Please find a Press Release from BIFM.

For any queries on this statement or anything else in relation to this Release please contact the undersigned.

Thanking you in advance.

Kind regards,

Carol Kgafela

Public Relations Practitioner

December 07 2012

BIFM USES TRUST FUND TO SUPPORT TRADITIONAL EXPO

Or

BIFM CONTINUES TO GIVE BACK TO THE COMMUNITY

Or

LOCAL STARS SHINE AT BIFM TRADITIONAL EXPO

The 9th annual Bifm Traditional Expo was held at Botswanacraft on Thursday 06 December. The annual event invests in local culture by giving renowned and award winning traditional musicians a platform. The performances are also aimed at increasing and promoting national pride in local music, dance and cuisine.

Speaking at the Bifm Traditional Expo, Ms Tiny Kgathwane, Bifm CEO, said that the organisation had set aside funds in the form of the BIHL Trust which invests in initiatives that support communities. "It is our duty as an organisation to give back to our community. We are a proudly Botswana company, and what better way to celebrate this than by supporting talent in the country of our origin," says Kgathwane.

The BIHL Trust was established to identify and support worthwhile initiatives in the local communities. Initiatives that the Trust assists have the potential to be self-sufficient and give a positive impact in their communities.

Bifm Traditional Expo was graced by high profile guests who included the Ambassador of Botswana to USA, Tebelelo Seretse. All the guests were dressed in their best traditional attire were treated to a traditional three course Setswana meal. The menu consisted of local delicacies as 'menoto ya dikoko' (chicken feet) bogobe jwa lerotse, seswaa, letlhodi, podi and koko ya setswana, lerotse and legapu. Entertainment was provided by top local artists like Dr Vom who lead the crowd around Botswanacraft singing his hit, 'Thobane'; Stampore, Tovongo and Solo B of The Stampore Trio; Poet Moreri Moreri; double BOMU award winning artists Culture Spears; Mogwana Traditional troupe and RRR.

“Through the support of Bifm, we have been able to grow the Bifm Traditional Expo exponentially giving even more local artists the necessary platform and exposure to international opportunities through the high profile guests that grace the event annually,” said event organiser Losika Seboni.

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