



Press Statement

To: All Media Houses

Date: 24/10/12

Please find a press statement for your information from METROPOLITAN BOTSWANA.

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

Thanking you in advance.

Kind regards,

Taazima Kala

Public Relations Practitioner

October 24th 2012

Metropolitan Botswana launches Generations in Harmony

OR

Metropolitan Botswana begins campaign to develop arts and culture

OR

Generations in Harmony to unite and develop musical talents

GABORONE – In its continued support of the arts, Metropolitan Botswana this week announced its latest Corporate Social Investment effort. The project, dubbed Generations in Harmony, will feature a medley of local artists across genres and generations. The project will focus on Botswana’s music legends and upcoming fresh talent from different genres. This initiative will allow trade advice to be exchanged, skills to be sharpened and talent to be cultivated. Generations in Harmony will be held at Botswana Craft, Gaborone, on 23rd November 2012 and at Thapama Lodge, Francistown, on 1st December 2012.

Speaking at a press conference held on Wednesday 24th October 2012, Metropolitan Botswana Marketing and Communications Executive, One Oreeng, testified to the company’s commitment to growing and supporting Botswana’s musical industry. The annual CSI effort, of which this is the 4th installment, has previously seen the likes of the Metropolitan Gospel Spectacular which included: Soweto Gospel Choir, Tshepo Tsholo, and Winnie Mashaba performing alongside local acts. The latest segment was with ‘The Metrophones’ a wholly local band ensemble put together to showcase home grown talent

“Metropolitan Botswana has a long history of working to develop the cultural space in Botswana. Our CSI policy is one we adhere to with great dedication, and it is more than simply a necessary corporate initiative: this is a project we’re incredibly passionate about, and this year in particular is really very exciting,” noted Oreeng.

Lead artists to headline both performances include 5 time Channel O Music awards nominee, Zeus, Lady of Jazz songstress, Kearoma Rantao, Standard Bank Joy of Jazz sensation, Shanti Lo, and music legend Banjo Mosele. They’ll be supported by My Star 2012 winner, Sharon, Lee Tshepana, The Incrowds, DJ Kenzo, Lizzie, Lizibo, and The Veterans band. The musical spectacular has enlisted Joel Ntsoro as guest MC.

Speaking at the press conference, the artists conveyed a lively and boisterous attitude about being a part of the event. Talking freely with media, Zeus, Shanti Lo, Kearoma and Banjo noted their own personal gratitude for Metropolitan’s support for them as artists as well as for the industry as a whole.

Concluded Metropolitan Botswana Managing Director, Mr. Oupa Mothibatsela “We’ve been in Botswana for 15 years now and in that time Batswana have shown so much support for us as a business. In return, we constantly strive to find ways to invest back into this beautiful country, and our CSI efforts are a great part of that. Generations in Harmony is just one more way of Metropolitan investing in the future of Batswana and of Botswana’s arts and culture landscape.”

The musical ensemble have already begun a rigorous rehearsal schedule, with sneak peeks being revealed through the show's Facebook (GenerationsInHarmony) and Twitter pages (@gensinharmony).

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NOTES TO THE EDITOR:

About Metropolitan Botswana

Metropolitan Botswana was established in 1996 and started operating in 1997. The company has offices in Gaborone, Maun, Selebi-Phikwe and Francistown. Its Head Office is in Gaborone, housed in the Standard House Building at the Main Mall. It has a dual shareholding, comprising of the Botswana Development Corporation (25%) and Metropolitan South Africa (75%).

Mission

To provide client focused life insurance and investment products and solutions for the benefit of our key stakeholders.

Vision

To be the first choice wealth creation and management company in Botswana.

Products

Metropolitan Life Botswana sells life insurance products. These include life policies, pure endowment/ investment, pension and retirement, disability risk and funeral assistance policies.

The business is divided into two, comprising of individual life and group business. Individual life insurance products target individuals, and caters to specific needs and capabilities of the customer. On the other hand, group business provides for corporate products which include employee benefits products such as pensions and or retirement, death, disability policies that can be secured for groups of employees. These are mostly sold to companies on behalf of their employees. These products are largely sold through brokers.

Market

Metropolitan Botswana accommodates individuals with financial aspirations from across the income spectrum, the focus remains on the lower and middle income markets, well established institutions and corporate bodies.