



For Immediate Release

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Metropolitan Botswana holds Awareness Campaign

GABORONE – Metropolitan Botswana turned Railpark Mall blue with their branding this weekend, holding an activation on Saturday 1st September aimed at increasing awareness of the brand. The activation sought to inform local shoppers of the services Metropolitan Life offer and why it is never too soon to invest in yourself and your family with an insurance policy.

“We’ve been in Botswana for 15 years now and in that time we are very excited about how far we have come and how much we have grown. We now have offices in Gaborone, Francistown, Maun and SelebiPhikwe. Looking forward, though, as with all companies, we want to see increased growth. We want to flourish and we want to be able to reach new clientele in all areas. Today’s activation, then, is primarily aimed at simply raising awareness and giving the shoppers of Railpark Mall a bit of entertainment in the process,” commented Metropolitan Botswana Acting National Sales Manager, Cynthia Modiba.

The insurance company went full force with gazebos, a stage for musical performances and an army of Metropolitan staff to interact and inform passers-by. Throughout the day, shoppers were treated to musical performances and competitions, with Metropolitan Life Customer Services and Retail staff talking to both current and potential customers about what Metropolitan Life has to offer. The team emphasized the need for the public to understand that insurance policies are not to be ignored for as long as possible, but can be an easy and rewarding process of investing in your future and the future of those around you.

Concluded One Oreng, Metropolitan Botswana Communications Executive, “It’s been a wonderful day out here at Railpark Mall and we’re grateful to all those who joined us and added to the exciting atmosphere. As we continue to spread our wings in Botswana, we would like Botswana to come forth and actively play a part in securing their future because together, we can.”

Metropolitan Botswana, a citizen-owned company, has been operating in the stable Botswana market for 15 years and is already well-respected and satisfies the insurance needs of those looking for specialised financial services. Clients include teachers, nurses, civil servants, and industrial class workers in government employ.

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For more information contact:

Taazima Kala, HOTWIRE PRC, taazima@hotwireprc.com, +267 3923579

OR

BridgetBuzwani, HOTWIRE PRC, bridget@hotwireprc.com, +267 3923579