



Press Release

Friday, 24 February, 2017

## **Chibuku Traditional Dance Competition Increases Upcountry Footprint**

- Northern and North East join the fray
- Soroti to host Eastern region competition

The annual Chibuku traditional dance competition has been launched today in Jinja amidst a number of changes that include an addition of new upcountry regional venues as the organizers seek to extend the experience as nearer to the people as possible.

The country-wide competitions will be held in the districts of Jinja, Soroti, Masaka, Mbarara, Lira, Hoima and Kampala to include the five divisions of Kawempe, Nakawa, Rubaga, Makindye and Central, with UGX50M worth of cash/prizes up for grabs.

Speaking in regard to the developments, the Traditional Beverage Project Manager, Davidson Wadada reiterated his drive to always seek new frontiers of expansion both for the brand and for the competition whose major objective is to reawaken the public's interest in the vast riches of our cultures especially the dances.

"Traditional dances are part of Uganda's rich heritage. This competition therefore gives us another platform to support the preservation of our local cultures. But the expansion has to be well calculated to ensure that the same quality traditional experience is enjoyed across all regions." said Wadada.

Balina Talents the Chibuku traditional dance competition coordinators revealed that several regions have expressed interest in taking part in the annual competition given its growing national appeal.

The participants will be required to present two items; one traditional folk dance from a region of choice and a traditional original composition in relation to the brand attributes.

The judges comprise of a performance/arts expertise team, from higher institutions of learning including: Makerere University, Kyambogo University, Uganda Christian University Mukono and other teacher training colleges in the country.

As a local brand made using local ingredients, Chibuku is geared towards empowering the local farmers by buying their produce strengthening the brands roots in the Ugandan culture.



## **Awards**

### **Regional Qualifications:**

#### **Winner**

- Costume worth UGX 1.4M/-
- UGX 500,000/- cash
- Certificates to all participants

#### **Regional First Runner-up**

- UGX 300,000/-
- Certificates to all participants

### **Grand Finale:**

#### **Winner:**

- Instruments worth UGX1.5M/-
- Costume worth UGX 1.4M/-
- Cash UGX 3M/-
- Championship Shield
- Winners Certificate

#### **First Runner-up**

- Cash UGX 2M/-
- Runners Shield
- Runners up Certificate

#### **Second Runner-up**

- Cash UGX 1M/-
- 2<sup>nd</sup> Runner's Shield
- 2<sup>nd</sup> Runner's up Certificate

**The participants are all aged 18+.**



### **Program line up.**

<b>Venue</b>	<b>Region</b>	<b>Date</b>
Nabweru Grounds	Kawempe Division	03-03-2017
Independence grounds	Soroti	10-03-2017
Sendi Grounds	Rubaga Division	17-03-2017
Nyendo Park	Masaka	24-03-2017
Lungujja playgrounds	Central Divison	31-03-2017
Independence Grounds	Mbarara	07-04-2017
Kamokya Park	Nakawa Division	15-04-2017 Saturday
Mayor's garden	Lira Town	21-04-2017
Boma grounds	Hoima area	28-04-2017
Katwe Market	Makindye Division	05-05-2017
Kazimingi grounds	Jinja	12-05-2017
Finals - National Theatre	Kampala	19-05-2017