

Ugandan 'Feed a Child' initiative made possible by MTN Mobile money

Following the MTN-Hellofood 2015 Christmas party in Kampala for 230 children from orphanages, the two companies have launched a 'Feed a Child' initiative. The campaign will run from 3 Feb 2016 to 3 April 2016 and proceeds will go to feed a child during the Easter season through the '40 days over 40 smiles Foundation', a Kampala-based independent youth-led, charity organisation.



Members of the public can donate a meal to a child in need by visiting the Hellofood website at www.hellofood.ug and clicking on the 'Donate a meal' banner. Donations are made using MTN Mobile Money.

"One of the key programme areas of '40 days over 40 smiles Foundation' is food and nutrition which aligns very well with this campaign. With its track record, we could not have found a better partner and look forward to successfully delivering this initiative," said Hellofood md, Ron Kawamara.

"As leading brands in the food business under the MTN-Hello Food partnership, we are excited to launch the 'Feed a child' initiative. Together, we are happy to leverage our platforms and services to make the lives of the underprivileged children brighter," said MTN's chief marketing officer Mapula Bodibe. "We call upon everyone to join us in this noble cause, for together we can make a huge difference."

For more information, go to <http://40daysover40smiles.org>.