

## **KCB gives 30M boost to nightlights basketball**

**...February 2012, Kampala, Uganda...**KCB Bank Uganda has today handed over a cheque worth UGX 30 Million to the Friday night lights event organizers, Kinetic Management Group. While announcing this package at the KCB offices in Kampala, the Managing Director, Albert Odongo said that KCB's involvement in basketball does not come as a surprise, because the bank has been involved in sports sponsorships for the past .... years across the region.

"Since our entry into Uganda, we have been involved in sponsoring various sports activities, including the annual KCB Golf tour and the KCB Pearl of Africa Uganda rally; a platform which has enabled us reach out to our various customers across the country", Odongo said.

"At the group level, KCB has been sponsoring basketball in Kenya and ...for the past .. years, and the success we have yielded from such partnerships has been a driving force for us to make the same decision in Uganda, to partner with the Friday night lights."

Odongo said that basketball is largely a youth sporting activity, and because KCB prides its self in developing potentials for the youth, this is why the bank has chosen to partner with the sport in Uganda.

"Our aim is always to make a difference in the way we execute our core business, which is banking. The youth constitute over 60% of the total population in this country, but very few businesses want to associate with them, especially today's generation", he said

"But for us who have not only embraced new technologies, but also gone an extra mile to understand and appreciate what our customers need, we always see it as an opportunity to interact, share minds and learnings from such sponsorships."

Event Manager, KMG Director, Cedric Babu said that KCB's entry into the basketball means that there is not only a great chance for the sport to prosper in 2012, but added that there is a lot of great talent that is unexploited, especially among the youth, and such corporate companies need to come on board to support the development of sports activities, so that we can see more practical and focused generations, who are not only healthy in body, but also in mind and can contribute to the growth potentials of such businesses as banking.

2011 FUBA league MVP, ....., in his remarks, commended KCB for coming in to boost the sport, and said that indeed, there is still a gap in the requirements of players, including their general welfare.

“I am particularly excited about this edition of the Friday Night lights, and wish to thank KCB for stepping in to boost this year’s Friday Night Lights. I know it is an off season event but for us players, it is key in exposing us to such corporate companies that enable us participate during the seasonal games”, said ....

“We shall ensure that we put up a good show for our fans, and with the resources in place, I want to assure you that as players, we are always ready to entertain our fans, but also bring life to the brands that support us in the game.”