



***Accept.  
The Challenge.***



## ***Announcing the Celtel Africa Challenge***

Celtel is proud to produce the Celtel Africa Challenge, the first ever televised academic competition for students of East African universities. The programme is an extension of Celtel's corporate commitment to "Making Life Better" for their customers.

The inaugural competition will feature 16 teams of students from universities in Kenya, Tanzania and Uganda in a fast-paced quiz programme created by the award-winning creators of University Challenge which is

broadcast in the United Kingdom. Questions will cover a wide range of topic areas including: history, science, African culture, geography, literature, music and current events. Additionally, Celtel Africa Challenge will highlight the excellent educational opportunities at African universities with videos and student profiles. The Inter-University Council for East Africa (IUCEA) is a key educational partner in the Celtel Africa Challenge.

Announcing the programme, Tito Alai, Chief Commercial Of-

ficer of Celtel International said: "This programme highlights Celtel's commitment to developing the youth. They are the future of Africa and we want to give them more opportunities to develop their talents."

Celtel Africa Challenge will be broadcast as a 15-week knock-out tournament, resulting in a final champion. All participating universities and students will receive scholarship monies based on their ranking in the tournament.

"We are thrilled to work with Celtel to bring our legacy of educational programmes to the EAC," says creator Richard Reid. "We are committed to producing a top flight programme for the people of these great nations."

***"This programme highlights Celtel's commitment to developing the youth..." —Tito Alai***

## 16 Inaugural Teams Selected.

In this inaugural year, 16 universities will compete. There are five universities each from Tanzania and Uganda. As host country, Kenya has six universities competing. The selection of universities was made by the programme producer, Richard Reid TV, Celtel, the Permanent Secretaries of Education in Kenya, Tanzania and Uganda and the Inter-University Council of East Africa.

In future years, it is hoped

that all universities in the territory will be invited to participate in the programme at their university and that there may be preliminary in-country competitions to determine the teams that advance to the Celtel Africa Challenge Championship Festival.

The following East African universities have been selected to participate in the inaugural year of the Celtel Africa Challenge:

### UNIVERSITY

Catholic University of Eastern Africa  
University of Dar Es Salaam  
Egerton University  
Islamic University  
Kenyatta University  
Makerere University  
Mbarara Univ. of Science & Technology  
Moi University  
Mzumbe University  
University of Nairobi  
Ndejje University  
Nkumba University  
Sokoine University of Agriculture  
Tumaini University  
United States International University  
Zanzibar University

### LOCATED

Nairobi, Kenya  
Dar Es Salaam, Tanzania  
Njoro, Kenya  
Kampala, Uganda  
Nairobi, Kenya  
Kampala, Uganda  
Kampala, Uganda  
Eldoret, Kenya  
Morogoro, Tanzania  
Nairobi, Kenya  
Nkozi, Uganda  
Abaita-Ababiri, Uganda  
Morogoro, Tanzania  
Iringa, Tanzania  
Nairobi, Kenya  
Zanzibar, Tanzania

Student teams will attend a championship festival February 11-16, 2007, at the Safari Park Hotel in Nairobi during which they will compete for the Celtel East Africa Championship.

After preliminary competition to seed the teams, the 16 universities will compete in a knockout series of 15 games which will be recorded for later broadcast throughout Kenya, Tanzania and Uganda.

Each Celtel Africa Challenge team is composed of three players plus an alternate. A Celtel Africa Challenge Coach and Liaison has been named at each university to prepare the students for the competition.

Teams will be competing for institutional grants for their universities and money for themselves. The farther the team progresses in the tournament, the bigger the grants they will

## Website Launched

Want to find out more about Celtel Africa Challenge? Information is available 24 hours a day at [celtelafriacchallenge.com](http://celtelafriacchallenge.com).

There are training and promotional materials, helpful FAQs and even an on-line application for volunteers.

## Volunteers Needed for Festival

The Celtel Africa Challenge Championship Festival will rely on the services of over 30 East African volunteers. Volunteers will assist in all aspects of the festival, preliminary warm-up games to assisting with the recording of the TV programmes, to supervising student activities to much, much more.

Travel expenses, meals and double-occupancy rooms are provided for volunteers. If you wish to be considered for a volunteer position, please complete the on-line form by 7 January, 2007.

win leading up to a significant grand prize for the Championship University.

In addition to the teams, festival attendees will include university officials, government and civic leaders and dozens of volunteers representing East African universities and the community at large. These volunteer will assist in running the competition and other festival events.