



***Celebrate.
The Champion.***



Egerton University Captures the Inaugural Celtel Championship

Celtel is proud to announce the first-ever champions of Celtel Africa Challenge, Egerton University of Kenya. The Egerton scholars demonstrated knowledge, teamwork and quick reflexes en route to a \$50,000 prize for their university. The university was represented by Mildred Otieno, Micah Were, Tom Ogol, Laban Ogechi, with Emilia Ilieva serving as the coach.

On their way to the final, Egerton bested Islamic University of Uganda, Nkumba University, and the United States

International University, and captured the Celtel Trophy with an exciting victory over Kenyatta University. Viewers watched as the Egerton scholars worked their way through each round, taking their turns in the “hot seat” and working well as a team on the Ultimate Challenge.

The questions ranged from history to science, African culture to current events, and the eager play of the students thrilled audiences who watched the impressive display of knowledge.

Students from different countries met in competition, but they fostered new relationships that will last for life. Each university represented themselves and the Inter-University Council for East Africa (IUCEA) with pride and distinction. Every match brought more great young thinkers, eager to shape East Africa and the world as a whole.

Hellen Michael, Marketing Manager of Celtel Tanzania said: “[Celtel Africa Challenge] entertains but also educates and keeps the mind alert.” This entertaining season has drawn to a close, but certainly the great talents of these East Africa university students are on full display.

“Celtel Africa Challenge entertains but also educates and keeps the mind alert”

- Hellen Michael, MARKETING MANAGER, CELTEL TANZANIA

Season 1, A Look Back

The Celtel Africa Challenge began on the campuses of 16 universities throughout East Africa, institutions that would later appear in the televised competition. The selection of universities was made by the Permanent Secretaries of Education in Kenya, Tanzania, and Uganda, Celtel, the programme producer Richard Reid TV, and the Inter-University Council of East Africa.

Students from each university had the opportunity to try out for the university squad by taking a mandatory exam which tested their knowledge in various subjects.

After forming teams, students and coaches attended a championship festival at the Safari Park Hotel in Nairobi. Participants were treated to a week of food and festivities, capped by a closing ceremony which featured musical guests Nameless, Bebe Cool, and A.Y.

Following opening games to seed the tournament bracket, the 16 universities competed in a knockout series of 15 games. Each team was guaranteed at least one TV appearance. Teams that were not in action watched from the audience, cheering on their fellow challengers.

With the prospect of institutional grants for their universities and money for themselves looming, students swapped stories at the hotel each night. The farther the team progressed in the tournament, the bigger the grants became, and squads yearned for their chance to sweep a coveted Ultimate Challenge.

In the end, only Egerton emerged with the Trophy, but all left the festival feeling like champions. It was a reminder of Celtel's commitment to the community, and offered hope for the future of the East African Community.

"I am proud to be a part of the inaugural Celtel Africa Challenge. This was a great opportunity for me and my University. The competitions were indeed challenging, and I must say, I learned a lot.

From the Celtel ventures of 'Making Life Better', this was indeed good for East African students. You really made life better for us. You gave us a starting point to our careers."

**MOSES Q. GALABUZI
ISLAMIC UNIV. OF UGANDA**



CAC Online

Want to find out more about Celtel Africa Challenge? Information is available 24 hours a day at celtelafricachallenge.com.

Festival Snapshots

