

Clear Channel partners with Zanzibar International Film Festival

For the second year running, Clear Channel Outdoor have sponsored all outdoor advertising relating to the Zanzibar International Film Festival (ZIFF) in Tanzania, an initiative for the sustained preservation and development of the region's rich cultural heritage and the work of contemporary artists.



Martin Mhando, CEO of ZIFF, is ecstatic with the coverage of the campaigns. "Brilliant and most effective", he lauds.

ZIFF's main activity is the organisation of the annual Festival of the Dhow Countries that takes place around the first two weeks of July and which aims to make Zanzibar the focal point for promoting Dhow culture through films and other media.

"We are proud to be involved in such an important event on the Tanzanian calendar," comments Brian Smith, general manager of Clear Channel Outdoor in Tanzania. "The Festival promotes an extensive programme of films, music and performing arts, exhibitions, and workshops for women, children, the film and music industry, and literature. The Festival also includes events in selected villages of the Zanzibar islands, Unguja and Pemba".

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