

MultiChoice Malawi celebrates African Day

 By [Gregory Gondwe](#)

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The MultiChoice Malawi on Wednesday 25 May 2011 celebrated the African Day in Lilongwe where guests were treated to different African dishes at Cross-Roads Hotel.

MultiChoice regional manager for the Central and Northern regions Titania-Katenga Kaunda told the gathering, that was also watching pre-recorded African programmes on a big screen, that a pioneer in the pay TV industry celebrating African day is of paramount importance.

"Celebrating this day in this manner showcases our commitment to all African investments," she said, while looking towards the side where business captains from Capital city Lilongwe were seated.

She says the company has shown willingness to identify itself with Africa in a number of areas and Malawi has not been excluded.

CSI programme

"We have taken a social responsibility through MultiChoice Resource Centres which we have established in 34 selected secondary schools across Malawi in an effort to promote in education on the continent," she said.

The company established and rolled out the MultiChoice Resource Centres project in partnership with the Ministry of Education and plays an important role in providing access to information to schools, in particular rural schools, thereby helping to bridge the digital divide between schools with access to information and those without.

She also mentioned the CNN MultiChoice African Journalist of the year awards as another example the company's commitment to the continent.

Promoting Africa

"We also have a number of channels on television service that we offer that promote Africa," she said before mentioning a number of such channels.

As part of African Day commemoration, which coincides with the 1963 founding of the Organisation of African Unity (now the African Union), the Original.African channel or Channel O says it will present a double dose of season two of I-Request, which has grown into one of the channel's most popular, viewer-generated content shows since its launch a year ago.

The day will also be observed through special programmes on MTV Base with some fresh, specially made productions on offer.

ABOUT GREGORY GONDWE

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on gregorygondwe@gmail.com. Follow him on Twitter at @Kalipochi.

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