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MEDIA RELEASE

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MEATCO LAUNCHES FIRESIDE COMEDY SHOW

THE search for Namibia's hottest new comedy act is officially on, following the launch of the Meatco Fireside Comedy Show today at the annual Ongwediva Trade Fair. Meatco will be visiting various towns and villages across northern Namibia to find the best comedian in the region, who will finally compete for the title of Comedy King and N\$20 000 in cash.

Ultimately aimed at stimulating two-way dialogue between Meatco and its stakeholders, this exciting new public engagement campaign is designed for Meatco and its stakeholders to engage in a relaxed atmosphere.

The Meatco Fireside Comedy Show builds on the concept of using comedy and industrial theatre to show farmers that Meatco is aware of the issues, especially in the NCA, and is willing and wanting to discuss possible solutions with farmers.

With the fire's significant symbolic value of bringing people together, the initiative indicates Meatco's understanding and respect for traditional "fireside" culture. It will help build dialogue, yet will be a great deal of fun as the best comedians compete against each other. All the while the corporation and its stakeholders' less serious side are exposed and the open discussion of matters of mutual importance is facilitated.

Speaking at the official launch, Meatco NCA Board Member, Mr. Killian Opeipana Shiyagaya, said Meatco faces many challenges, particularly in the NCA. Some of these are because of the corporation's own making, whilst others stem from a lack of continuous engagement.

"The challenges because of the perceptions that people have of Meatco are not unique to Meatco, as almost all Namibian institutions, including Government, inherited a pre-independence history. Therefore, we cannot continuously be blamed for what happened in the past."



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Mr. Shiyagaya then invited Governors and traditional leaders from all regions of the NCA to light the fire, symbolizing the beginning of long-term mutually beneficial dialogue between stakeholders.

The Fireside Comedy Show will be rolled out to the different regions to find a regional winner by way of weekly activation activities followed by auditions and finals within the same week. The regional finalists will then meet up in November in order for the Northern Comedy King to be crowned by way of a knockout performance.

The campaign will be extended to the southern and southern parts of Namibia in 2010.

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