

THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF NATURAL RESOURCES AND TOURISM



Tanzania is proud of its unmatched cultural treasures that play a significant role in country's prosperity and development. Culture is an indispensable product in tourism and hospitality industries. There is also an innumerable value of culture in education, health, sports, agriculture, industries and society wellbeing. It is in this context, the Ministry of Natural Resources and Tourism, in collaboration with the Private Sector and NGOs' has earmarked September each year exclusively for heritage celebrations. These celebrations, which are branded "*Urithi Festival: Celebrating Our Heritage*", will start this September 2018.

Objectives of Urithi Festival

- + promote national identity, national symbols, pride, unity and patriotism;
- + promote and celebrate Tanzania's rich and diversified cultural heritage;
- + encourage to recognize, preserve and promote cultural values; and
- + develop and promote cultural heritage assets as tourist products.

Urithi Festival Calendar for 2018

- + Jamhuri Stadium-Dodoma: 1st - 8th September, 2018. Urithi Festival will be launched by His Excellency Dr. John Pombe Magufuli, The President of the United Republic of Tanzania.
- + Mapinduzi Square and Stone Town-Zanzibar: 9th -15th September, 2018
- + Mnazi Mmoja Grounds-Dar es Salaam: 17th -23rd September, 2018
- + Furahisha Grounds-Mwanza: 17th -23rd September, 2018
- + Mazingirabora Grounds-Karatu: 25th-28th September, 2018
- + Sheikh Amri Abeid Stadium-Arusha: 24th -29th September, 2018. Hon. Samia Suluhu Hassai, The Vice President of the United Republic of Tanzania will close the Urithi Festival on 29th September, 2018.

Urithi Festival is a golden opportunity for all citizens, residents, diasporas, visitors and tourists to celebrate and cherish Tanzania's rich and diversified cultural heritage. Also, the Festival is the chance for entrepreneurs, tourism stakeholders, artists, corporate and other interested stakeholders to show case their products and services. Please come all!

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