



Business growth is our business

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For immediate release

PSFU LAUNCHES CAMPAIGN DUBBED “TUGOBE CORONA. WEAR A MASK”

Kampala, Tuesday, 6th October 2020 - Private Sector Foundation Uganda together with its partners have today launched a campaign dubbed “**Tugobe Corona. Wear A Mask.**”

The campaign is aimed at sensitizing and creating awareness among Ugandans to share information on the benefits of wearing a mask and wearing it correctly at all times. This campaign will run for a month across the Country, with the initial campaign starting today in Kampala.

PSFU has been working closely with Ministry of Health and the National Task force on COVID 19 over the last couple of months and the key information is that we now have entered phase 4 of this pandemic. The virus is no longer at the entry points and has now spread into communities.

COVID-19 remains a big challenge for all of us. The number of cases and deaths are on the rise and we would like everyone to reflect on this disease. Once you are diagnosed with the disease, you are isolated, and left in the hands of medical practitioners. In the unfortunate event that you pass away, you will not be buried by your relatives. COVID-19 is threatening and taking lives. This pandemic has affected so many Countries, and many people have lost their lives across the globe.

“We urge Ugandans to take personal responsibility and strictly **WEAR A MASK as a primary shield at all times**. Each time you do not wear a mask, you put your life and that of your family, friends, and work mates at risk. Let’s do this together, and this way we shall remain safe, alive and continue normally with our businesses.” Emphasised Hon. Elly Karuhanga, Chairman PSFU

PSFU is proud to partner with MasterCard Foundation, SafeBoda, KACITA, PRAU, Civil society, and religious leaders on this campaign, and looks forward to collective achievements towards mitigating and ending the spread of Corona Virus in Uganda.

This campaign affirms PSFU’s commitment to support business sustainability and competitiveness, as we compliment Government’s efforts towards averting the rapid spread of the COVID-19 disease.

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