

SABC AND SANLAM SIGN WITH BABA INDABA

Adding to the excitement that is building around the inaugural Baba Indaba to be held at the Sandton Convention Centre, from 4 – 6 November 2005, is the recent signing of SABC and Sanlam with the educational programme *Takalani Sesame*. Central to the exhibition will be an interactive stage hosting Takalani Sesame performances daily at 11h00 and 14h00 during the three-day event.

“SABC and Sanlam will provide an entertaining educational aspect to the Expo, and children visiting the show will also have the opportunity to meet and greet the characters of this popular educational programme”, comments Natalie Naude, show director of Baba Indaba. Takalani Sesame, with a byline that claims to ‘enrich your mind, enrich your life’, has enthralled tots and toddlers throughout South Africa for many hours.

Joe Nkosi, SABC Brand Manager comments, “Baba Indaba provides the perfect opportunity to build loyalty among our young viewers, as well as exposing our show to parents and encouraging them to select Takalani Sesame for their toddlers’ viewing”. SABC TV 1 and 2 will be promoting Baba Indaba as part of the Expo’s marketing campaign.

The organizers of Baba Indaba have pulled out all the stops to put together interesting exhibitors, speakers and interactive features for the benefit of parents and a variety of fun activities to enthrall their little ones. The Sunlight Information Theatre, with back to back talks from healthcare and child behaviour specialists, as well as the Your Family Kids Kitchen serving breakfast, lunch, tea party and dinner menus, guaranteed to appeal to the child’s palate, are two other interactive features adding draw-cards to Baba Indaba.

Omni Naturals, a division of OmniMed, will be introducing children to the Sprinkle Vites fairy, who will visit the expo to do fairy make-up and hold entertaining fairy tea parties

and tell magic fairy tales, as part of their promotion of the ingenious new supplement that can be sprinkled onto food.

One of the fastest growing sectors within the retail trade is the Baby products sector. “A turn-around in performance across all segments, with innovative products, lateral ideas and the attraction of new consumers into the market has created the need for Baba Indaba to go national”, comments founder Natalie Naude, who successfully ran Baba Indaba in Cape Town at the CTICC, early in the year.

Modeled on the successful Baby shows held in the UK, Baba Indaba promises to be an event that caters for 20 odd different categories appealing to parents and families of babies and toddlers (0-5 years).

Partnering with the Red Cross Children’s Hospital, Baba Indaba will endeavour to donate 5% of ticket proceeds to the Burns Unit, and a giant mural – the Hands-On Project - will be mounted within the Expo, where visitors can assist the Red Cross by donating R10 in exchange for a colourful handprint.

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