

**WELCOME REMARKS BY SICILY K. KARIUKI (MRS.), MANAGING DIRECTOR,
THE TEA BOARD OF KENYA, DURING THE "CHAI NI AFYA" MARATHON ON
26TH MARCH 2011 IN KERICHO**

**Our Chief Guest, Chairman of the National Olympic Committee of Kenya
(NOCK), Dr. Kipchoge Keino**

Chairman of the Tea Board of Kenya,

Tea industry stakeholders and partners

Athletics Kenya officials,

Athletes,

Distinguished Guests,

Ladies and Gentlemen;

- Let me take this opportunity to welcome you all to this year's "Chai Ni Afya" Kericho Marathon.
- As you may recall, last year we had the inaugural event on this same grounds. We had committed then that this was going to be an annual event to be hosted by Tea Board of Kenya in partnership with tea industry stakeholders, partners and Athletics Kenya. Our presence here today confirms that commitment.
- You will agree with me that tea and sports, especially athletics, are two of Kenya's heritage through which our country has gained honour and fortune. Additionally, they are synonymous with the health and vigor of those who consume the tea beverage and those who participate in sports. It is against this background that Tea Board of Kenya took the initiative to rally stakeholders and partners together with a view to presenting an opportunity to Kenyans with talent in sports and sensitizing them on the benefits of drinking tea.
- Tea Board of Kenya appreciates the continued collaboration with industry stakeholders and partners for promotion of Kenya tea. This event is one of the key platforms through which we have actualized the collaboration. Today on these grounds, we are not only enjoying the marathon race but also sampling some of the finest of teas grown, processed and packaged in Kenya. If you have been told before that the finest of the teas produced in Kenya are all exported, you have the chance here and now to confirm the contrary. You will also get to know that tea is not just a beverage which makes you feel good but also has good health attributes. I appeal to you not to let this chance slip through and I am sure you will henceforth increase your consumption for maximum benefit. For athletes and other sportsmen and women, you can be assured that tea is one of the few beverages that can guarantee your continued strength, alertness and fitness for growth and success in your sporting career.

- While Kenya tea continues to enjoy unsurpassed position globally, statistics however indicate that the domestic market consume just about 5% of the total production. This translates to a consumption of about 20 million Kgs. The message we are sharing with you today is to appeal to Kenyans to enjoy more of the benefits of Kenya tea even as they share the goodness with the rest of the world. Tea Board of Kenya will continue collaborating with stakeholders to ensure Kenyans get the best of their tea.
- As I conclude my remarks, let me express my deep appreciation for your participation in today's event. I also wish to express my appreciation and thanks to all our partners, including the main sponsor Ketepa, James Finlay, Williamson Tea, Tea Research Foundation of Kenya, Unilever Tea (K) Ltd, Kapchebet Tea Factory, tea industry stakeholders and participants for making this event a success. I also wish to recognize the support provided by Athletics Kenya in facilitating the technical and logistical aspects of the event.
- We look forward to working together again next year during the next edition of the marathon.
- It is now my pleasant task to invite the Tea Board of Kenya Chairman, Mr. Titus G. Kipyab to address you and invite the Chief Guest.
- Thank you.

Sicily K. Kariuki (Mrs.) M.B.S
MANAGING DIRECTOR
TEA BOARD OF KENYA