

TANZANIA, A TRUE PARADISE

Last summer Sunderland AFC announced a ground-breaking football partnership in the country of Tanzania. The club was honoured to welcome a delegation from Tanzania to the club, headed by His Excellency Dk. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania and Paul Hinks, CEO of Symbion Power. The delegation met with senior club officials and city leaders, including SAFC Chairman Ellis Short and CEO Margaret Byrne. Sunderland's partnership in Tanzania continues to develop with Commercial Director Gary Hutchinson's recent visit to the East African country further strengthening the bond between this astoundingly beautiful country and Barclays Premier League members Sunderland.

If you are the kind of person who becomes mesmerized by wildlife programmes on TV then the new seventh wonder of the world - The Serengeti - is the place for you. This is where the world's largest and most spectacular animal migration takes place. Tanzania teems with such an abundance of wildlife. The Selous for example is the world's largest Game Reserve while other national parks include: Lake Manyara, Tarangire, Arusha, Mahale, Gombe, Katavi, Rubondo, Katavi, Mkomazi, Mikumi and Ruaha which are all home to millions of magnificent and easily visible wildlife.

Of the Seven Natural Wonders of Africa, three are from Tanzania! These are the Ngorongoro Crater, the Serengeti National Park and Mt. Kilimanjaro. The Ngorongoro Crater is the Cradle of Mankind, where it is said that the first man made his first steps. Any would be David Attenborough needs some recovery time after taking in the sights and sounds of Tanzania so it is just as well that this fabulous nation also has 804km of some of the finest unpolluted beaches in Africa. Its white sandy exotic beaches provide a serene atmosphere for relaxation and sunbathing. Situated off-shore are Zanzibar and Pemba, the exotic 'twin spice islands' that are famous for their history and beaches. The Mafia Island Marine Park, located south of Dar es Salaam is reputed to be one of the most exciting diving locations in the world. Further south, there is another marine park, the Mnazi Bay Park which is ideal for, diving and other aquatic sports.

Tanzania is the only country in the world that has allocated nearly 28% of its total land area for wildlife conservation, which include the World Heritage Sites. It came as no surprise that the Travel & Tourism Competitiveness Report of The World Economic Forum placed Tanzania second worldwide (after Brazil), for its natural

environment, several World Heritage natural sites, rich fauna, and its large-protected land area.

Tanzania boasts of seven World Heritage Sites: Ngorongoro Conservation Area, Serengeti National Park, Selous Game Reserve, Stone Town, Zanzibar, the ruins of Kilwa Kisiwani and Songo Mnara as well as the Kondo rock art site. Of course there is also the magnificent Mount Kilimanjaro that we featured in issue 82 of Legion of Light when 1973 FA Cup winner Ritchie Pitt succeeded in trekking to the summit of the world's highest free standing mountain in the world.

Last but not least its people, with more than 120 tribes, The Tanzanians, boast of their rich history and diverse cultures, and are said to be considered as one of Africa's most warm, charming and hospitable people who offer the richest of African culture for international visitors.

Also known as 'Africa's Haven of Peace', Tanzania is also said to be one of Africa's most peaceful and politically stable countries both in terms of national security as well as street safety and considered to be home to a flourishing democracy and prospering economy.

Over the past two years Tanzania has received a number of accolades which have made it stand out as one of Africa's prime safari destinations. Tanzania was voted as **one of the top 10 best countries to visit** (Lonely Planet, 2011); **the best African destination to visit** (New York Times, 2012); **the Best Safari Country in Africa** (Safari Booking.Com, 2013) and also, as **one of the Top 5 world's most stunningly beautiful countries to visit** (Fox News Channel, June 2014) and recently **Tanzania's Mt Kilimanjaro and Serengeti national parks were named as two of the greatest parks in the world** (National Geographic Magazine, July 2014).

"Tanzania is one of the most beautiful countries in the world, inhabited by friendly and warm hearted people. It offers the experienced traveler the unforgettable beauty of nature, wildlife and beaches -away from the crowds, back to the essence. The Spirit of Africa, simple and inspiring."
Unforgettable Tanzania

For more information on Tanzania, please visit: www.tanzaniatourism.go.tz



Above: Ellis Short, Chairman, SAFC & His Excellency The President of Tanzania.



Left: Sunderland commercial director Gary Hutchinson at the Ngorongoro crater.



Above (left to right): Honourable Abdulkarim Esmail Hassan Shah (MP for Mafia constituency), Gary Hutchinson, Ms Teddy H Mapunda (Director, Tanzania Tourist Board) and Mr Samuel Diah (Director, Tanzania Tourist Board).



Main image: A herd of elephants on the march with Mount Kilimanjaro in the background.

Above: The Masai, Tanzanian wildlife, the Great Migration and Zanzibar.



VISIT
TANZANIA