



PRESS RELEASE

AIF Rwanda Staff pay tribute to 1994 Genocide Victims at Kigali Genocide Memorial

Kigali: 26th April, 2017

Africa Improved Foods (AIF) Rwanda Staff Members led by the Company's Chief Executive Officer, Amar Ali, joined Rwandans and the World in paying respect to the victims of the 1994 Genocide against the Tutsi, when they visited the Kigali Genocide Memorial on Wednesday, 26th April 2017.

The team received a guided tour around the memorial's exhibition where they learnt about the history of the Genocide; its causes and how it was executed. The team which was mainly comprised of the Company's Management also got to learn about the consequences of the Genocide and how Rwandans are steadily rebuilding the nation by promoting social cohesion and reconciliation.

They wrapped up the tour by laying a wreath on the graves where 250,000 victims of the Genocide are buried.

In his remarks, Amar conceded that the 1994 Genocide against the Tutsi was a very humbling yet baffling experience.

"The fact that Rwandans have found it in their hearts to forgive and actually build something new is very inspiring not just to me or Rwandans in general but to the whole continent. Not many people do that. It's very inspiring to witness and be part of," Amar said.

"I think the message for our company and more broadly is what AIF Rwanda is trying to do to be part of creating a great culture that focuses on building a brighter future for everybody," he concluded.

During this year's commemoration period, Rwandans and friends continue to remember more than one million victims of the Genocide against the Tutsi as well as learn more about Rwanda's history to ensure what happened in 1994 never happens again.

For more information, please contact:

Julius Mbaraga (0788483485) / julius@quakeadvertising.com or David Kezio_Musoke (0788865917) / david@quakeadvertising.com