

Friday, October 03, 2014.

Food Festival attracts sponsors, more countries

Fiji National University's inaugural International Food Festival (IFF) has received a major sponsorship boost, with Digicel Fiji staking a \$10,000 cash-and-kind sponsorship on an ambitious event that is attracting a growing international participation.

Digicel Group is a leading global communications provider with operations in 32 markets in the Caribbean, Central America and Asia Pacific. In the Pacific alone, Digicel sponsors numerous national rugby and cricket teams.

Digicel Fiji's Head of Marketing, SherylN Singh, presented the cheque at the Digicel headquarters at Kadavu House in Suva.

"We are delighted to support the efforts of FNU and believe that this partnership is a stepping stone for both organisations," Ms Singh said.

"This is an excellent way to get involved with the community at large and provide them with proper education in terms of proper eating, food values and healthy living," she said.

Ms Singh is confident the Festival will encourage youths and everyone else to showcase their culinary talents and use it to show what they can do.

IFF Event Organiser, Aqela Cakobau, acknowledged Digicel for coming on board and anticipates more engagements in the future.

"We thank Digicel for the sponsorship; this will contribute largely to the Festival being successful," she said.

"We aim to have participation from all the major food taste groups across the world with more and more countries being confirmed to participate," she said.

The Festival will run from October 13th-19th October, 2014 on FNU's Nadi Campus.

For more information please contact the Communications Office on 3393 110.