



**MISS WORLD & MISS TANZANIA JOIN THE HONORABLE DR. HARRISON GEORGE MWAKYEMBE IN ARUSHA TO ADVOCATE FOR ECO-FRIENDLY MENSTRUAL HEALTH FOR YOUNG WOMEN**

*Visit Represents Inaugural Visit to Tanzania by Global Miss World Organization*

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**October 28, 2019. Arusha, Tanzania** Today UhuruPads ([www.UhuruPads.org](http://www.UhuruPads.org)) – Tanzania’s only local, 100% compostable and biodegradable sanitary pad – hosted a launch event at Moshono Secondary School in Arusha. Over 400 young women received eco-friendly menstrual hygiene pads, undergarments, and health and hygiene information.

Honored participants included:



Sylvia Sebastian  
*Reigning Miss Tanzania*



Vanessa Ponce of Mexico  
*Reigning Miss World*

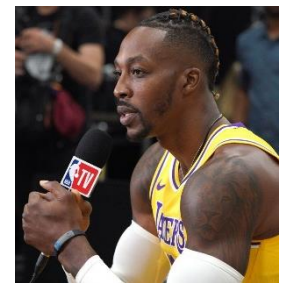


Dr. Harrison George Mwakyembe  
*Minister for Information, Culture, Arts & Sports, Member of Parliament*



Julia Morley  
*Chairman of the Miss World Organization*

The technology and system behind UhuruPads was developed by Aakar Innovations of Mumbai, India. Aakar’s president and founder, **Jaydeep Mandal** was present. In 2017, the Aakar system was launched in Tanzania by a US social entrepreneur, **Laura Chauvin**, working with 8-time NBA Basketball All-Star game participant, **Dwight Howard** (Los Angeles Lakers) who provided the start-up funds to support the efforts of a group of local women. Currently a team of 12 Arusha women comprise the Uhuru Kit Ltd. team, making over 2000 eco-friendly **UhuruPads** each day for donation to girls so they can attend school during with confidence during menstruation. All aspects of the product are compostable, providing support for girls without creating environmental challenges.



The Miss World organization is a strong advocate for menstrual hygiene to ensure the dignity and education of girls as part of their “Beauty with a Purpose” campaign. The Miss World organization has encouraged other representatives of the organization – including **Miss World, Vanessa Ponce of Mexico** and **Miss Tanzania, Sylvia Sebastian** – to champion this innovative menstrual hygiene product and education within their nations.



UhuruPads is an initiative of the non-profit Foot Forward Fund, a US 501c3. Operating in East Africa as Uhuru Kit, Ltd., UhuruPads has secured all governmental licenses for production, sales, and humanitarian distribution.  
[www.UhuruPads.org](http://www.UhuruPads.org)

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Miss World's Chairperson – **Mrs. Julia Morley** – is delighted that her organization is making its first official visit to the country, along with the reigning Miss World and Miss Tanzania. Miss World, Vanessa Ponce, has stated, "Globally, approximately 113,000 tonnes of used sanitary napkins are discarded each year, polluting our environment. It's also critical for girls to understand the importance of menstrual health; we all share an important our social responsibility to reach out and help each other." Miss Tanzania, Sylvia Sebastian, said: "This product comes at the right time and for the right purposes. Helping our girls to stay in school and pursue their dreams is important. Being able to do so while preserving our environment and providing women with jobs is an added bonus."

Over **4000 Tanzanian girls in 10 schools** are already being served with UhuruPads and health and hygiene education. Moshono School leaders have spoken powerfully about the unique challenges their girls face during their menstrual cycle. Girls may miss as many as four days of school during menstruation.

**Dr. Harrison George Mwakyembe**, Minister for Information, Culture, Arts & Sports, and a Member of Parliament also gave compelling remarks in support of opportunities for women and girls. A video of the pad production process was shown and the plans for the UhuruPads' new state-of-the-art production facility – to be funded by and located on the campus of the NGO **WorldServe International** – were unveiled.

Transportation for the Miss World delegation were facilitated by Roy Safaris, Ltd., with hotel accommodations and meals provided by the African Tulip Hotel. of Arusha.

**LOCATION:** Moshono Secondary School, Arusha  
Latitude 3.3898087<sup>o</sup> Longitude 36.730226<sup>o</sup>  
Or URM 37M 270037 9625074

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