

ECONET WIRELESS LAUNCHES ZIMBABWE'S LARGEST EVER CONSUMER PROMOTION

Econet Wireless has launched Zimbabwe's largest consumer promotion in which the mobile phone company is offering cash prizes of over \$1 million. This is the biggest promotion launched in Zimbabwe in terms of cash prizes.

The promotion, which is sponsored by Econet's highly successful mobile money transfer service, EcoCash, is dubbed "The EcoCash One Million Dollar, Waya-Waya Promotion" and started on October 1.

A spokesman said the promotion has been launched to celebrate the first anniversary of its mobile money transfer service, EcoCash which now boasts of more than 1.7-million registered users. EcoCash is the second fastest growing mobile money transfer service in the region after M-Pesa launched in Kenya by Safaricom.

Econet said the promotion will offer a grand prize of \$100 000. To enter the promotion one simply needs to transact using EcoCash. Registered customers stand a chance to win every time they cash in, send money or buy airtime using EcoCash.

Unregistered customers qualify the moment they register. During the competition, which runs over the next three months, Econet will give away \$100 to 100 customers every day for 100 days. In addition, every EcoCash customer will get a discount of 10% whenever they purchase airtime using EcoCash as well as 15 free SMSes.

"The company could have bought several vehicles as prizes but we decided instead to give cash to customers so they can decide what they what to do with their money," said the spokesman.

"Econet is inspired to change people's lives and offering a customer \$100 000 can help achieve their dreams like buying a house, furnishing their house or even start a meaningful business. To us, this is life changing," the spokesman said.

EcoCash has proved a life line particularly for rural people who not only use it to get money from relatives in urban areas but also use it as alternative to cash in an economy where the availability of United States dollars is tight.