

PRESS RELEASE FOR VISIT AT THE KENYA HIGH COMMISSION – LONDON

Kenya's tourism is set to turn a new page after a group of talented British professional Euro-African vocals were flagged off this morning at the Kenya High commission in London. The vocals are under the banner *How well do you know Kenya* campaign was received by Grace Cerere, the acting ambassador. 'Welcome to Kenya. I am very pleased to welcome you to Kenya whose tourism has diversified. It is no longer about Masai Mara or the coastal sand. There is a lot material culture too, a jubilated Cerere added.

The seven British Euro-Afro vocals Kenya campaign will start in earnest next week when they perform at the Kenya music festival in Nyeri. Vocalist, Rob Hodkidson said, 'We look forward to visiting Kenya as a great place for cultural tourism, gap destination and material culture. We have practiced and rehearsed our songs and now glad that we have today picked our visas. The other vocals are:

2. Alice Williams
3. Nicole sarah Gill
4. James Beard
5. Peter Hyams
6. Adam Biddlecombe
7. Jack Brewer

Project

How well do you know Kenya is a project of the Maasai Cultural Art founded by Diana Badia. It started three years ago as a new model of marketing Kenya. According to Diana,' it is an ambitious mega campaign project that aims to market Kenya cultural tourism, gap year and material culture. It involves young cultural ambassadors travelling from Kenya to the UK on a cultural tour to promote Kenya. During the visits, often up to 2 months, they have successfully partnered with British contemporary musicians. The vocals have successfully delivered unprecedented high quality popular Euro-Afro music. Some of the recorded videos are trending on the social media.

<https://www.youtube.com/howwelldoyouknowkenya>

The campaign aims to invite the world to visit Kenya's live culture, showcase Kenya's cultural diversity as a world's destination and to strategically put Kenya in the world map of culture, material and gap year tourism.

Diplomatic touch.

While the group will perform at the iconic annual national music festival in Nyeri, they will also meet high ranking national and county officials as well as diplomats. They will meet with the top officials from the ministries of Culture, Education and Tourism. They will meet with permanent presidential music commission as well as Nairobi and Homa Bay counties. They hope to meet with the British High commissioner and the British Council. Diana said that the Kenya national music festival is a great platform for the British vocals as it provides all the music genre across Kenya. The festival attracts close to 1.7million people.

With all the support and efforts into this maiden trip, Diana, said Kenya music festival is the pedestal for inviting the world to see her heritage. How else can you attract the attention of the world without putting the best performances?

You can follow their journey on their social media pages

www.youtube.com/howwelldoyouknowkenya

www.facebook.com/howwelldoyouknowkenya

www.instagram.com/howwelldoyouknowkenya