

TO WHOM IT MAY CONCERN,

RE: REFERENCE LETTER

This is to confirm that Cape Media Ltd, through its platforms TV47 and RADIO47 did partner with our organization, Kenyan by Blood Foundation and Kenya Transfusion and Transplant Authority in February 2024 to successfully launch a National Blood Drive and execute the Share Love, Gift Life campaign.

As the Media partners, Cape Media collaborated in

- 1) the concept creation and production of adverts for both Radio and TV,
- 2) running a broadcast and Digital mobilization campaign of the blood drive which took place on 11th February 2024 to 16th February 2024 as well as the official Valentine's Day Blood Donation and Sensitization launch event on 14th February 2024.
- 3) Live Coverage of the Valentine's Day Blood Donation and Sensitization launch event on 14th February 2024 on TV47, Youtube and via Live stream

The launch event was hosted at Mount Kenya University, Thika Campus and was graced with First Daughter, Charlene Ruto and the Administrative Secretary to the PS Medical Services, Mr. Elias Wambua amongst other.

We can confirm that TV47 and RADIO47 have the technical and professional capabilities to deliver as a creative, media and communications firm and we highly recommend the station to any entity or institution looking for such services.

Kind regards,



CEO

Kenyan By Blood

