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Press Release

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All Media Houses

For Immediate Release

BTC donates proceeds to beneficiaries and launches 5th Francistown Marathon

Francistown, Botswana – September 17, 2025 – Botswana Telecommunications Corporation Limited (BTC) has announced and donated proceeds from the 4th BTC Francistown Marathon 2025 to communities in the Northern of Botswana namely Francistown City Council, Tonota, Tutume and Masunga District Councils. Furthermore, BTC has launched the 5th BTC Francistown Marathon and stated that the Marathon will be held on Saturday 18th April 2026 at Obed Itani Chilume Stadium in Francistown.

Beneficiaries of proceeds from the 4th BTC Francistown Marathon 2025 were announced as follows: the Department of Tribal Administration under the Francistown City Council will receive two desktop computers and medium-duty printer/photocopiers for five kgotla offices, amounting to P139,375. The District Health Management Team (DHMT) under the Tonota District Council will be provided with 16 wheelchairs to be distributed among 16 health facilities, amounting to P104,000.

The Department of Education- Nata RADs hostels under the Tutume District Council will receive 194 waterproof mattresses, 194 waterproof pillows, 194 seven-litre buckets, six 21-litre stainless steel urns, four burner industrial stoves, and five industrial irons, amounting to P87,500. Masunga Village Development Committee and Mosojane Village Development Committee under the North-East District Council will receive a waste segregation kit to turn waste into revenue, amounting to P80,000.

Additionally, the Francistown Athletics Club, who are BTC's technical partner will receive funds for the daily running of the club, amounting to P90,000. In total, BTC has donated P500,875 from the 4th Francistown Marathon 2025 to beneficiaries, bringing the total value of proceeds donated to P1 million over the past three years (2023, 2024 and 2025).

Welcoming guests at the donation handover and launch event, the Mayor of the City of Francistown, His Worship Gaone Majere stated that he was happy with the charitable effect of the Marathon on the region, as BTC has not only committed to donating proceeds from the marathon, as over the years they have witnessed that commitment being fulfilled. Furthermore, the Mayor commended the BTC Francistown Marathon for being an economy booster, "the previous Marathons hosted in our city have proved to be fundamental", adding that they "have seen the



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tremendous impact on the economy of our city, with different industries benefitting from Francistown being the host to thousands of local and international athletes”.

Unpacking BTC’s transformational journey, BTC Chief Executive Officer Mr Jurgen Peschel stated that they are proud of the significant strides that BTC has made in strengthening its market position while laying the foundation for the next phase of growth. He stated that the company has “undertaken projects to strengthen our mobile network infrastructure, accelerate fibre rollout and broadband expansion, and deliver notable Fintech initiatives which include Smega offerings namely Karabo Funeral Plan, loans, sale of electricity etc”, he said.

Zoning to BTC’s impact in the greater Francistown area, Mr Peschel stated that the company is replacing copper cables with advanced technologies to enhance customer experience and service reliability. In the fintech space, Mr Peschel stated that the company’s financial inclusion team is currently touring the country, promoting financial literacy and educating Batswana on affordable digital products and services. He stated that in the North, the team will be covering 123 villages across 9 districts through this initiative. He also noted that through the BTC Francistown Marathon, BTC aims to positively impact the economy of Francistown by organising an activity that transforms the lives of residents, business community, and neighbouring villages.

Additionally, BTC launched the 5th BTC Francistown Marathon 2026 which will be held on Saturday 18th April 2026 at Obed Itani Chilume Stadium in Francistown under the tagline “**Run Milestones of Hope**”. To register and pay, runners and athletes should visit the marathon website at www.btc.bw/btc-francistown-marathon/ or the nearest BTC shop.

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