

PRESS RELEASE

TRAVEL IN TANZANIA WITH THE WORLD OF WOMEN

APRIL 2015 LAUNCHING A NEW COLLECTION OF GUIDEBOOKS DISCOVERING THE WORLD THROUGH THE EYES AND EXPERIENCES OF WOMEN.

The Women in Action Worldwide NGO is launching a new collection of guidebooks co-published by Éditions d'en bas in Switzerland and Mkuki Na Nyota in Tanzania.

The World of women – Tanzania gives a voice to Tanzanian women whose inspiring life journeys take readers to four prime tourist destinations in the country. This is first volume of the collection and is published in both English and French.

The World of women Tanzania Travelogue

The guide gives an original perspective of the essential role played by women. It contains:

- **Brief descriptions and maps of four tourist destinations**
- **Insights** into the geographical, economic and cultural contexts of life in Tanzania
- **Portraits of women who tell the story of** their daily life and aspirations
- **Photos** illustrate the places in which they live and work

THREE EXCLUSIVE INTERVIEWS:

Holo Makwaia, former Public prosecutor at the International Criminal Tribunal for Rwanda

Vicky Ntetema, Director of a charity fighting to defend the rights of people with albinism

Naila Jiddawi, presidential candidate, former MP and hotelier in Zanzibar

- **« coups de cœur » (must see highlights)** present a variety of projects, addresses of hotels, restaurants and travel agencies led and owned by women.
- **Specific thematic and cultural insights** running through each chapter: coffee growing in the Kilimanjaro region, Maasai bead creations from Simanjiro, seaweed farming in Zanzibar, Tinga Tinga painting in Dar es Salaam, and international criminal justice in Arusha. Experts offer their views.

Next editions: Myanmar (Burma) and Switzerland in 2016. Greece, South Africa, Costa Rica, Italy, Vietnam to follow.

Book launch: 16 April 2015 at the Alliance Française in Dar es Salaam (Tanzania).

1st May 2015 Book and Media fair in Geneva and award ceremony of the Zonta Club Creation Prize 2014.

Available for sale online and in bookstores: 15 April 2015

The co-authors and the editor

Carin Salerno Currently deputy Director of cooperation at the Embassy of Switzerland in Myanmar, and former Director of Swiss Cooperation in Tanzania. She has lived in several African countries, managed large development programs, and committed to promote gender equality.

Élisabeth Thorens Travel writer, communications expert, and a teacher for over twenty years. She has developed innovative resources for teachers and organised cultural events to promote gender diversity and Human Rights in schools.

Hilary Tagg Writer and editor, Hilary has lived in Tanzania for many years. She edited all the texts in English and conducted the interview with Vicky Ntetema.

Contacts : www.womeninactionworldwide.org

Carin Salerno, co-director and co-author of the collection: csalerno@womeninactionworldwide.org viber +959 448 015 778

Jean Richard, Director of Éditions d'en bas, enbas@bluewin.ch + 41 78 608 46 81