



## FANMILK GHANA LAUNCHES 'FANYOGO COOL CHOP PROMO' TO MARK GHANA'S 63RD INDEPENDENCE ANNIVERSARY

In commemoration of Ghana's 63rd Independence anniversary, Fan Milk Ghana Limited, producers of Fanyogo, has launched a special promotion dubbed 'Cool Chop' to reward its loyal customers countrywide.

Speaking to Citi Business News, Marketing Director of the company, Edwin Amoako, said as part of the promotion, Fan Milk has introduced a special edition known as Fanyogo Strawberry at GHS 1:00 and Mango Passion at GHS 1.50 which bear images of Ghana's 'Big Six' as well as the Accra Jamestown Lighthouse.

He said consumers who purchase the special edition packs stand the chance of winning prizes ranging from cash to smartphones weekly.

He urged consumers to dial the codes found on the special edition packs to enable them enter into the competition and stand the chance of winning prizes weekly.

He said the market activation held in Greater Accra will be replicated in other regions to offer more consumers the chance to win instant prizes upon the purchase of three cedis worth of the special edition Independence Anniversary Fanyogo packs.

The 'Fanyogo Cool Chop Promo', which started on February 14, 2020, will end on April 2020 with a final draw to select the winner of the ultimate prize of 63,000 cedis.

