



Apollo BW shares a light moment with Tourism minister Mugarra Bahinduka. PHOTO/ISAAC SSEJJOMBWE

Minister backs music that sells Uganda

BY ISAAC SSEJJOMBWE

State Minister for Tourism, Wildlife and Antiquities, Martin Mugarra Bahinduka, has pledged support for musicians whose work promotes Uganda as a tourism destination, saying the creative industry can play a key role in marketing the country globally.

The minister made the pledge on Thursday during the launch of Apollo BW's extended play (EP) album *Rearrange* at Tales Lounge in Bukoto, an event that brought together music stakeholders, artistes, and tourism enthusiasts.

"We shall support the artistes financially and in other ways," Mugarura said, urging musicians to present projects that highlight Uganda's natural

beauty and culture.

The evening's spotlight was on *Oh Uganda*, one of the songs from Apollo BW's nine-track EP. The track, whose visuals feature sweeping landscapes, cultural showcases, and iconic scenery from across the country, aims to position Uganda as a must-visit destination.

According to the minister, Apollo BW and his team approached the ministry with a proposal to collaborate in using music as a promotional tool for tourism.

"Come to us with nice projects; the ministry is ready to support you," he told the audience, encouraging creatives to think beyond entertainment and explore how their work can contribute to national development.

For Apollo BW, the moment

marked more than an album launch, as it was the culmination of a journey that began with little industry knowledge.

Born in Uganda but based in the United States, the singer recently returned home to promote *Rearrange*. The EP blends Afrobeats rhythms with African pop melodies and touches of electronic dance music, creating a vibrant soundscape across tracks such as *Oh Uganda*, *Mashariki*, *Make Way*, *Body Winner You Be*, *Fire Body*, and *Days and Night*.

Apollo BW says his musical journey started humbly when he recorded his first song, *Gana-na*, without any formal understanding of the industry. His inspiration came from listening to musicians from different parts of the world and gradually shaping his own sound.