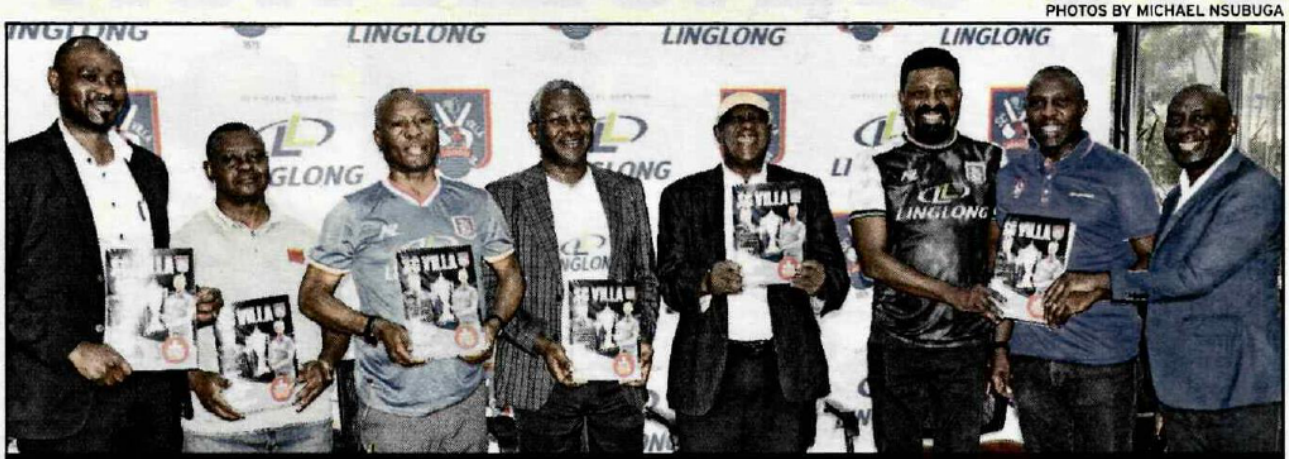
VILLA LAUNCHES MAGAZINE

PHOTOS BY MICHAEL NSUBUGA



LEFT-RIGHT: Villa assistant CEO Sulaiman Mutajazi, executive member Salim Ssemmanda, spokesperson Asan Kasingye, CEO William Nkemba, founder Guy Kawuma, Dennis Mbidde, and Bashasha display copies of the club magazine at Mandela Auto Zone in Industrial Area, Friday. On the right is the magazine editor Fred Kaweesi

By Michael Nsubuga

The SC Villa executive and management board have launched a souvenir magazine that highlights the club's history, achievements, and future prospects ahead of this months elective assembly.

Villa spokesperson Asan Kasingye unveiled the magazine at a press conference at Mandela Auto Zone in the Industrial Area on Saturday. The event was attended by club CEO William Nkemba, assistant CEO Sulaiman Mutajazi, executive member Salim Ssemmanda, founder Guy Kawuma, Dennis Mbidde, and Herbert Bashasha, representing sponsors Linglong.

Kasingye stated that the magazine is part of the club's golden jubilee celebrations, marking milestones in heritage, legacy, and community impact.

"There is no doubt Villa has had a lot of impact on the lives of so many people in this country, especially sports lovers. But we also want to celebrate the power of trust," Kasingye said.



Linglong's marketer Bashasha displays one of the copies

"We are highlighting the successful shift from individual ownership to a fan-owned trust model, ensuring long-term sustainability. Villa is now a community-owned club. We also want to celebrate a new era, and we want this magazine framed as a chronicle of the last five years of modernisation and professionalism."

The magazine showcases the club's on-field achievements, including 17 league titles and continental successes, as well as the club's resurgence over the past four years. It features interviews with key leaders and covers executive, marketing, and technical reports. Kasingye said that the magazine will be produced annually, serving as a platform for both fans and the executive to share their perspectives.

Bashasha congratulated Villa on their golden jubilee, noting that it coincides with Linglong's own anniversary, as both organisations were established in 1975.

"We hope this has set a pace for SC Villa to get to another level. It's a beautiful souvenir. I also want to congratulate Villa and the entire team and the editor Fred Kaweesi for this beautiful souvenir," Bashasha said.

"As Linglong Tires, we commit our support and keep promising that we shall support Villa in all their endeavours in the future," he added.

Kaweesi said he was privileged and honoured to be at the forefront of the project. "I'm very excited to see the final product. I worked with a very professional team that put this together. And I'm sure we're all proud, and I'm sure the Villa fans will be proud.

"This magazine takes you on a journey. It walks you through the club's journey over the last 50 years," said Kaweesi who also the Vision Group head of sport.